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The REPORTER

of Direct Mail Advertising

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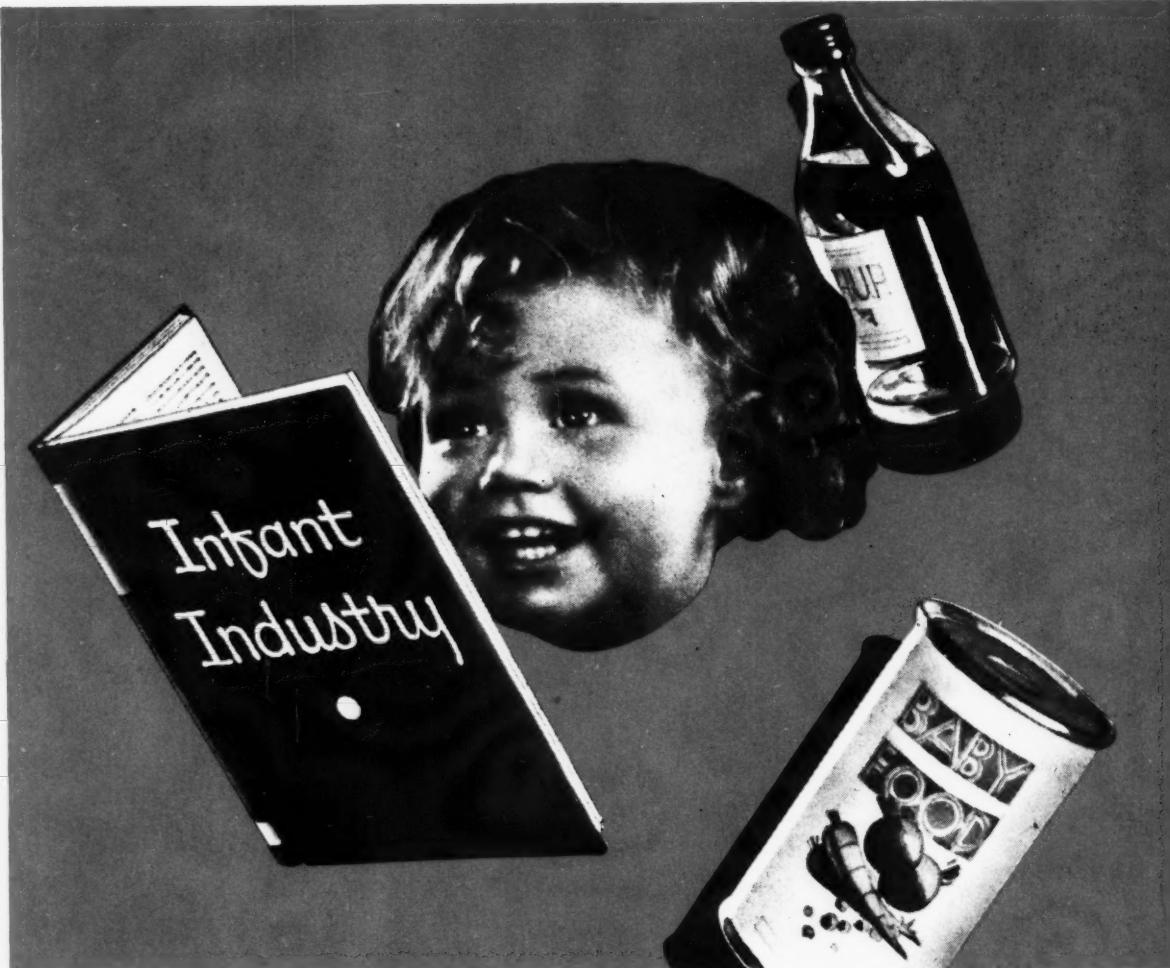
NEW YORK

UNIVERSITY OF ILLINOIS



New D. M. A. A. President

REPORT FOR OCTOBER 1947



The baby-food industry is a lusty one, with baby foods already the largest single item among canned goods. Between 1940 and 1945, sales increased 777 percent and, in 1945, passed the \$100,000,000 mark.

Expansion of this infant industry is not expected to continue at the phenomenal war-time rate, but producers point to a vast undeveloped market. Only about 29 percent of all U. S. babies, they say, are now fed foods that are commercially prepared.

In manufacturing, packaging, advertising, merchandising, packing, and shipping baby foods, paper

is vital. It will become increasingly more so as the industry grows up. And in any of America's expanding industries to which paper is vital, there you will find a growing demand for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines — "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.

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ESTABLISHED 1846

MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

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The
REPORTER
of Direct Mail Advertising

VOL. 10

NO. 7

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THE REPORTER

of Direct Mail Advertising

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Advertising Manager

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**Cover
for October**

CHARLES B. KONSELMAN

Advertising Manager, A. & M. Karagheusian, Inc., New York; elected President of the Direct Mail Advertising Association at the Cleveland Convention.

THE REPORTER

SHORT NOTES DEPARTMENT

• SOMEONE (we don't know who) passed around an appropriate card at the DMAA Convention. It read: "The mind can absorb no more than the seat can endure." Elmer Lipsett of S. D. Warren Company, Boston also had an adequate supply of his good card, which reads: "Today is the Tomorrow you worried about Yesterday." Another card passer distributed a shipping tag, which read: "When I'm full, take me home. (Space left to fill in name and address.) Ring the Bell. Run like Hell."



• PICKED UP A CLEVER syndicated stunt at the DMAA show . . . promotion of Republic Steel, Cleveland 1, Ohio. Six times a year they supply 1200 dealers in 13 mid-west states with 200,000 copies of a personalized local newspaper. Standard newspaper size, four pages. Copy, illustrations, columns, etc. directed to the farm market, with only one ad on the back devoted to Republic Steel. For each of the 1200 dealers, the masthead is changed to localize the name of the paper . . . "The (local name) Farm Spokesman" with subhead, "Published in the Interests of Farm Owners of this Community." The local dealer also has a small ad at the bottom of the front page, and his picture appears under his own personal name as the columnist in column one. A fine personalizing job.



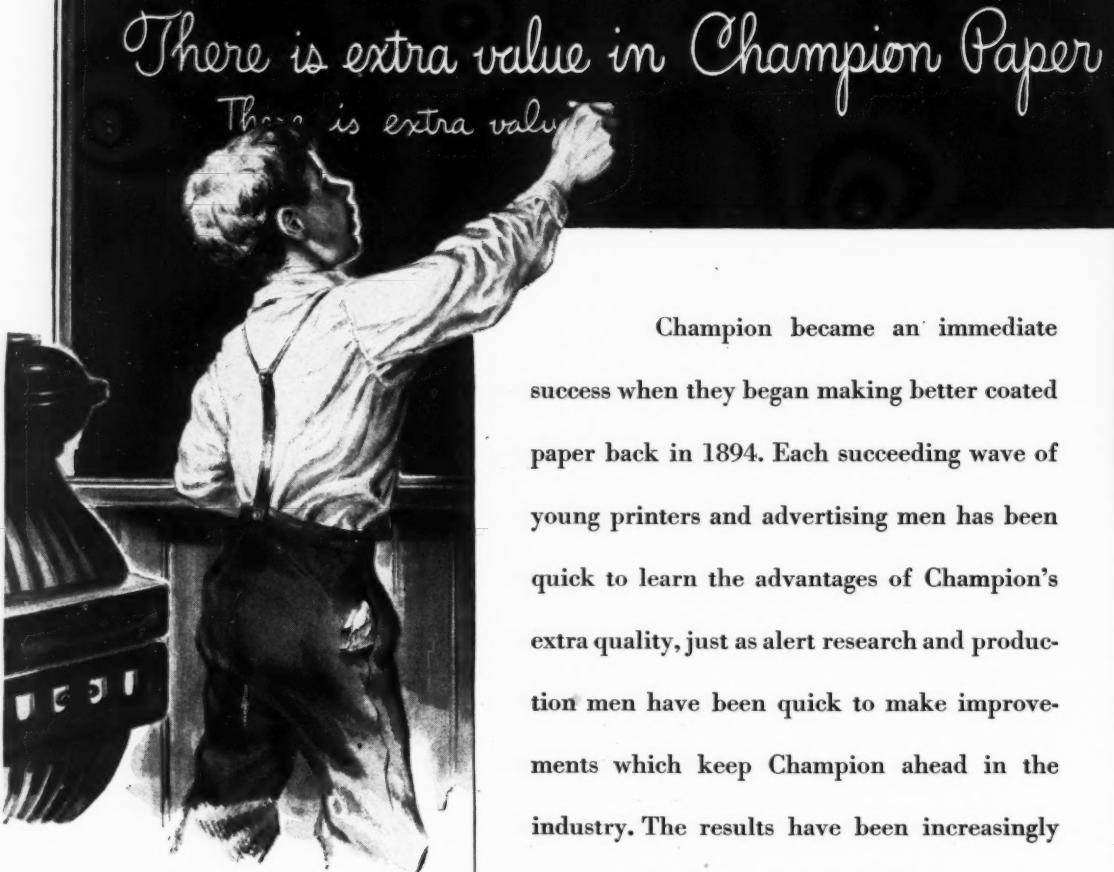
• WE HAVE JUST SEEN an advance copy of the new portfolio which will be distributed in November by the United States Envelope Company. It is the best thing yet on "How to Put Air Mail to Work." Filing folder format, 9" x 12", 16 pages, printed in three colors. Gives case histories showing how air mail simplifies inter-office communication, reduces office expense, speeds orders, etc. Gives many suggestions on how to get the most out of air mail. Although this portfolio will be offered to printers through paper merchants . . . copies are available to business organizations who request it. You can write to the United States Envelope Company, Springfield 2, Massachusetts.



• IF YOU EVER WONDERED where advertisers get the ancient illustrations used in comparing the present with the past . . . write to P. K. Thormajan, The Bettmann Archive, 211a East 57th Street, New York 22, N. Y. and get your name placed on the list for his new 4 page, 8½" x 11" house magazine titled "Bettmann Pictorial." The Bettmann Archive is one of the most unusual organizations in the United States. Out of a hobby has grown an enormous business. Dr. O. L. Bettmann has built a museum containing millions of old time prints from magazines, books and early advertising. They can furnish photoprints on nearly every conceivable subject. (more page 34)

Report for Oct., 1947. *The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number Vanderbilt 6-0888. Subscription price \$3.00 a year. Re-entered as second class matter, Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1897. Copyright, 1947, by Henry Hoke, New York 17, N. Y.*

LEARN THIS EARLY AND LEARN IT WELL:



Champion became an immediate success when they began making better coated paper back in 1894. Each succeeding wave of young printers and advertising men has been quick to learn the advantages of Champion's extra quality, just as alert research and production men have been quick to make improvements which keep Champion ahead in the industry. The results have been increasingly satisfactory pressroom performance, finer printing and more productive sales material. The Champion line is complete for letterpress and offset printing. The extent of its quality and variety is a good thing to remember well.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO

MILLS AT HAMILTON, OHIO... CANTON, N. C... HOUSTON, TEXAS

District Sales Offices



NEW YORK - CHICAGO - PHILADELPHIA - DETROIT - ST. LOUIS - CINCINNATI - ATLANTA - SAN FRANCISCO



Part of parcel post section of New York Post Office during height of express strike.

A Salute To The Post Office

THE REPORTER can properly pat the Post Office Department on the back . . . if for nothing else than the speed with which it distributed the Convention issue of THE REPORTER. We were in a mess (and how). Our special issue had been delayed by plates getting lost in express strike jam. We had promised advertisers that copies would reach subscribers before the Cleveland Convention. Printer delivered all bags on Monday evening, October 13th. Detroit subscribers received their REPORTERS Tuesday, October 14th (don't ask us how). New Yorkers on 15th and 16th. St. Louis got their copies the 15th. Cleveland on the 14th. So far as reported, we hit all sections of the country in the week before the Convention. So . . . the Post Office is wonderful!

Few people outside the Post Office know the dangerous upheaval which took place between September 19 to October 17 in New York. Other points were, of course, affected to varying degrees. The wildcat express strike threatened to cripple the Post Office, which was not (but could be) prepared to handle the avalanche caused by express shippers changing over to parcel post.

Postmaster Goldman reports a 100% increase in the twenty-five day period over normal parcel post traffic. Carloadings normally running 125 cars a day increased to 250 and 300. For a time, the Post Office had to shut parcel post receiving stations at 6:00 P. M.

Of course, the mountains of pack-

ages overtaxed all facilities and disrupted all types of mail. But the Post Office did a war-winning emergency job . . . and came through with flying colors.

There's something wrong with our economy, however, when a few unruly men dictating to an unwilling but powerless rank and file can tie up the distribution system of New York, upset the Post Office and spread business paralysis throughout the country.

If you want a good case of the jitters . . . start figuring what the agents of a foreign power, gaining control of *communication* and *transportation* unions could do to this country in less than twenty-four hours. The express strike was just a piddling, but significant, side show.



A Convention Report

by
H. H.

"The best yet" seems to be the consensus of opinion of both delegates and exhibitors. It may not have been the biggest Direct Mail Convention in history, but this 30th annual meeting of the Association was brimming over with enthusiasm, optimism, good speeches, informative displays and smooth running efficiency.

About 750 registered, either for full three day program or for partial periods. Even more showed up for some of the luncheons. Thousands more studied the leaders and displays . . . as these were open free to Cleveland area business people.

Horace Baker, conscientious and hard working exhibits chairman, estimates an approximate 5000 indi-

viduals going through exhibit once. Of course, most of the delegates took frequent trips thru the halls, so the exhibitors at this first post-war revival of commercial displays got plenty of action.

One of the best parts of the program, from standpoint of exhibitors, was the open period first morning from 9 to 12:30 when delegates had no speeches to listen to and could spend plenty of time on displays.

Many of the exhibitors, especially first timers, were amazed at character and money-spending ability of the visitors. One envelope manufacturer was offered an 82 million envelope order which he had to turn down.

Most of the equipment shown on the floor was sold right there.

Around the floor could be seen representatives of many non-exhibitors spotting the show for the future. They'll probably not be as hard to sell next year.

Many of us found out why and how Harry Porter gets things done. Although he was here, there and everywhere (in between entertaining most of the convention in his suite) he had surrounded himself with self effacing, but hard hitting trouble shooters. Harry Berle (Associate General Chairman) of Direct Mail Service Company of Cleveland (although he also ran the local end of the M.A.S.A. Convention) wrapped up the details

of the D.M.A.A. show behind the scenes. Eleanor Blazak, Harry Porter's secretary, and Cal Harmon one of Harry's assistants, smoothed out wrinkles before any one saw them appear.

It was a hard working, good natured committee (all names published in last issue), so no wonder everything ran so smoothly.

It's impossible for *this reporter* to do more than highlight the sessions. We will not reprint the speeches, because the Sound Scribe recording will not be ready for several weeks, and also because the D.M.A.A. has made arrangements to reproduce each speech, even the questions and answers, and supply them to their members during the coming months.

New Convention Service

Henry, Sr. and Henry, Jr. (on his first convention) were altogether too busy hitting the highlights and meeting friends to take more than sketchy notes.

Henry, Jr. tackled a job that at times looked impossible, but he got it done. People complained at past conventions that they didn't know who was there until they got home. So THE REPORTER set out to obtain complete registration list with hotel and room number of each delegate. With the help of some of the D.M.A.A. and Chamber of Commerce girls, Doc Hanson of the *Variety* outfit, the Davidson Press, and The Caxton Company . . . Henry, Jr. (Pete) finished the job before midnight of the first day. All delegates received the next morning a complete registration list showing "Who's Where." And the first page was run on a new type "flocked" two color bulletin head which got plenty of attention. They were supplied to us by Florart, Inc., 615 S. W. Second Avenue, Miami, Florida.

Opening Luncheon

The opening luncheon, Thursday the 23rd, was spectacular. Mayor Thomas Burke gave it the right local color and Irish wit. R. E. Woodruff, President of Erie Railroad, injected the serious note with his "Time to go Back to Work" title and pleas for the free enterprise system. Alice Drew of TelAutograph announced

the Direct Mail Leaders (listed on page 18 and 19 of this issue) in a new fashion (not referring to her hat) . . . with colored slides illustrating the best campaigns or the best uses.

1947 Survey

Don Molitor of Edward Stern and Company, Philadelphia, presented the report of the 1947 Survey Committee . . . mostly concerned with preferences in form and uses of Direct Mail. Briefing it here would take more pages than we have . . . and it has already been printed in a 8½" x 11" 44 page booklet. Each member of the D.M.A.A. will get one copy free of charge with additional copies priced at one dollar each. Non-members of the Association may secure copies at \$2.00 per copy.

The final phase of first day program was D.M.A.A. business meeting to which non-members were invited. Best attendance ever. Many showed their interest in helping to make D.M.A.A. better. The membership voted UNANIMOUSLY to increase the annual dues from \$25 to \$36.

New Directors

New directors elected were: William Smith, Pitney-Bowes, Inc., Stamford, Connecticut; Harry Por-



This is what 33rd Street and 8th Avenue, New York, looked like on October 9th—twenty-first day of express strike. The line of messengers and trucks trying to deposit parcel post packages curved for blocks around the main Post Office. Branch stations were hit even worse.

(See article Page 5)

ter, Harris-Seybold Company, Cleveland, Ohio; George Pfeiffer, 3rd, McGraw-Hill Book Company, New York; Harry E. Foster, Harry E. Foster Agencies, Toronto, Canada, and Randolph R. Clement, Advertising, San Francisco, California, to take the place of retiring members, Richard Messner, E. E. Brogle & Co., New York; Carleton W. Richardson, United Business Service Co., Boston; Dale Wylie, Iron Fireman Manufacturing Co., Cleveland; Neil R. Powter, Howard Smith Paper Mills, Ltd., Montreal Canada, and Eric J. Smith, Burroughs, Inc., Los Angeles. The plans formulated at the business meeting will be announced by the D.M.A.A. in the near future.

Neiman-Marcus Story

The get-acquainted party staged by D.M.A.A. Board from 5:30 to 8:00 was just what its name implied . . . although it didn't end at 8:00. Just sort of spread out over the hotel and far into the night.

This reporter had to be up early to be chairman of the Friday morning session . . . and in spite of the night before we had a nearly full attendance right from the start. A session devoted to Case Histories.

The gracious lady from Dallas, Texas, Elizabeth Kennard Theall of Neiman-Marcus, put in many good punches for Department Store Direct Mail. Some of her best points:

Since Direct Mail's largest contender for retail advertising budget money is newspaper advertising, it's my contention that Direct Mail must be a separate department. In many stores Direct Mail advertising is sandwiched in between newspaper deadlines, and produced by the same people producing newspaper advertising. Unless there is one person solely responsible for Direct Mail advertising . . . the Direct Mail advertising is going to get kicked around. Of course, the departments must overlap some. The same Art Staff and Production Staff can usually work on Direct Mail, but certainly there must be a separate planning and copy staff. For Direct Mail must be planned and produced to make the most of what to my mind are its advantages over newspaper advertising. It simply isn't fair to ask newspaper copywriters to try to think back and forth from the newspaper approach to the Direct Mail approach.

With the proper Direct Mail Staff organized in the retail store the problem of the man or woman in charge boils down to something like this:

1. Be sure the message is sound
2. Put all you can into the presentation

3. Send it to the right people
4. Time it correctly, for customer response as well as merchandise delivery.

Particularly advantageous uses for Direct Mail in retail work according to our experience are:

HIGH FASHION BROCHURES: Such as the one we send out each spring called *The Neiman-Marcus Woman*. These we direct to those who can afford to buy, as well as to those who constantly buy better merchandise.

SPECIAL OCCASION BOOKS: Such as Christmas books, back-to-school books, Spring and Fall fashion books, vacation promotions.

ACCESSORY BOOKLETS: Blouses and accessories sell especially well by mail; as do stationery, small leather goods, luggage, hats and shoes. All small wares that do not require fitting.

SPECIAL EVENT ANNOUNCEMENTS: For fashion shows, special sales, private sales; such announcements may often be printed in a good color on good paper and sent as a self-mailer at no more expense than a regular letter. Too often, the cost of the letterhead and envelope are not added to the typing and postage costs on letters.

STATEMENT ENCLOSURES: We change ours bi-monthly since using cycle billing.

ANNIVERSARY BROCHURES: The one for our 40th Birthday is titled *The First Forty Years*. It is a story of the growth of Dallas as well as Neiman-Marcus.

INSTITUTIONAL BROCHURES and announcements of special services, such as gift wraps, personal shopping, etc.

MAN'S SHOP PROMOTIONS: Including Man's Night Invitations . . . each year we turn the store over to men only for one evening.

Reliance Life Story

Jack Rawles of the Reliance Life Insurance Company, Pittsburgh, Pennsylvania made a real hit with his forceful delivery and gallery of statistics about Direct Mail. Here are a few pertinent points:

Life insurance cannot be sold directly by Direct Mail or any other medium of advertising. But letters can get leads. Most life insurance companies favor Direct Mail . . . trend away from space advertising. Largest companies devote 25% of budget to Direct Mail. Average company, 50% to 90% of budget. Reliance Life used 30% in 1947. Recent

survey of 81 companies . . . only ONE mailed more letters than Reliance in 1946.

We use Direct Mail as a pre-approach to a salesman's call, and to secure prospects for life insurance.

How we operate our prospecting service . . . (a) Salesmen send us lists of names from telephone, city or club directories, etc. (b) We mail a multigraphed letter, with specially designed letterhead under first class postage, with (1) booklet outlining seven basic life insurance needs, (2) reply card listing these seven plans and asking prospect to check plan in which he is interested, and to give date of birth and occupation, (3) a business return envelope. (c) To encourage replies, we offer a genuine leather memorandum book with name of prospect imprinted in gold, as an inducement; book and card is sent to salesman for delivery to the prospect.

Results of plan: (a) Comparison with Newspaper Campaigns: Some years ago we launched a newspaper campaign using a coupon inquiry. Spent \$60,000. Received 10,500 inquiries. Sold \$1,500,000 life insurance. In 1946, using prospecting service we spent \$30,000. Received 16,700 inquiries. Sold between \$12,000,000 and \$13,000,000 life insurance. (b) Returns run 5%-6%. We want real prospects. If inquiries go over 10%, we are getting quantity, not quality leads. If inquiries go below 4%, we worry. Salesman pays part of expenses: \$5.00 for 150 letters; 15c for memo book. \$13,338 paid by our salesmen in 1946—about 25% of total.

More About Servel

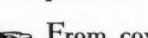
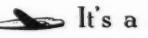
The talk by Jack Hewson of Servel, Inc., Evansville, Indiana cannot be reported here since it would duplicate the complete article about the Servel program printed in June 1947 REPORTER. He amplified that previous article by showing colored slides of the various pieces. But his wind-up remarks made a good addition to the story.

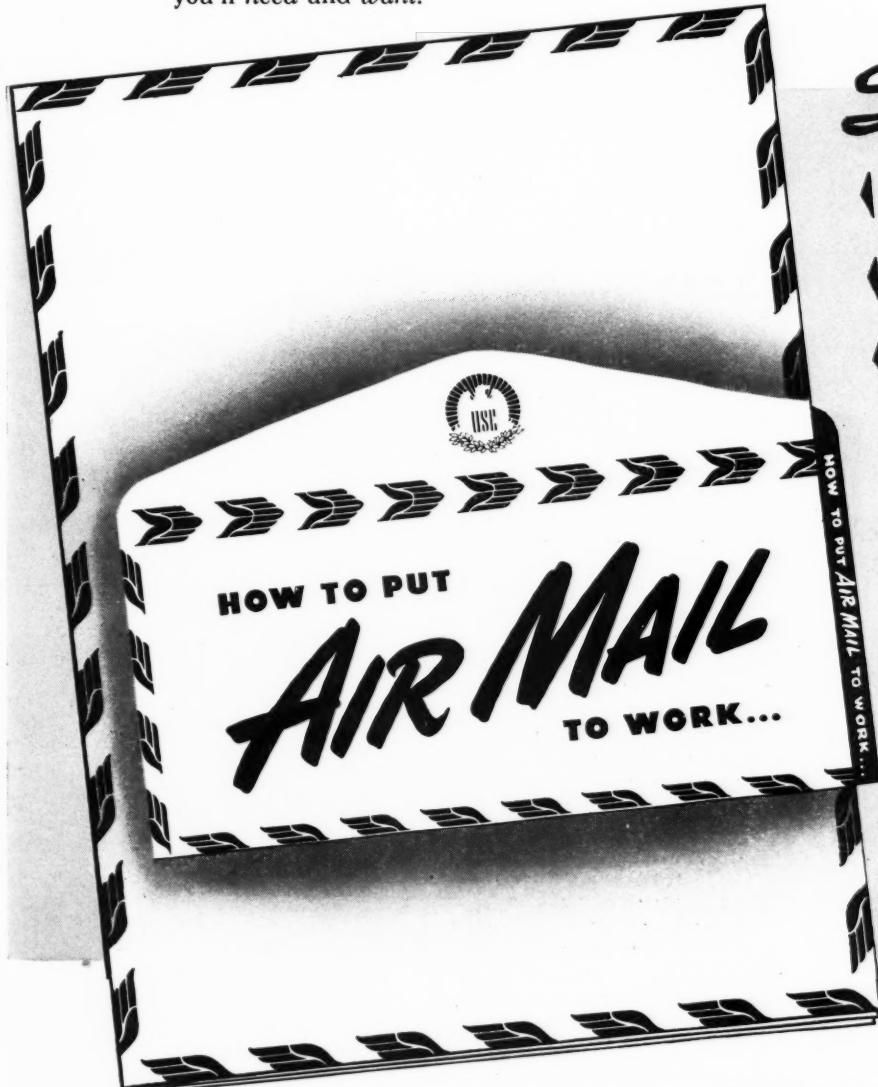
I wish I could open up our books—and our dealers books—to show you how successful this campaign proved to be. But this information is, for the present, a trade secret. I must ask you to take my word for it that this campaign yielded a high percentage of returns (in the form of reply cards) and a high percentage of signed orders. Without mentioning names, I can say that one Mid-West utility (town 100,000 class) sent the campaign to 350 families already using gas for house heating. To date, 15 units have been sold—at \$2500 or more per installation. Returns of reply cards were usually around 10%. They ran as high as 24% in one north central city. In one metropolitan center, returns from the first folder provided the dealer with so many good leads for follow-up that the balance of the folders were not mailed. He had all the leads



NEWLY ELECTED . . . officers of the Direct Mail Advertising Association pose at Hotel Carter, Cleveland, after election held during organization's 30th annual convention. Seated, Charles B. Konselman, advertising and public relations manager, A. & M. Karagheusian, Inc., elected president. Standing, l. to r. Secretary-Treasurer A. M. Sullivan, advertising manager, Dun and Bradstreet, New York; Vice-President Dale Y. Ecton, manager, advertising distribution, Trans World Airline, Kansas City; Canadian Vice-President Harry E. Foster, Harry E. Foster Agencies, Toronto, Canada.

~~~~~ \* D

Do your customers know the best way to establish an Air Mail policy?  How Air Mail can reduce office expense?  When it pays to use Air Mail?  This new U.S.E. booklet, "HOW TO PUT AIR MAIL TO WORK", answers these and many other questions about Air Mail in a way that gets and holds a businessman's interest.  From cover to cover it's fact-packed with attention-getting data your salesmen can pass along to your customers as an extra service — and get extra business!  "HOW TO PUT AIR MAIL TO WORK" is being distributed free through your paper merchant.  Ask him for your copy today.  It's a sales tool you'll need and want.



See ...

ways to establish an effective Air Mail policy.

complete case histories proving value of Air Mail.

17" x 11" map showing Air Mail routes in the United States.

work sheet of two-color Air Mail electros, available through your paper merchant at cost, which can be used to convert regular stationery.

proof that Air Mail can reduce office expense, expedite purchase orders, solve billing problems.

list of rates for foreign Air Mail.

Air Mail letterheads and samples of Air Mail envelopes.

E-82P

UNITED STATES ENVELOPE COMPANY  
General Offices—Springfield 2, Massachusetts  
DIVISIONS FROM COAST TO COAST  
World's Largest Manufacturer of Envelopes



his salesmen could handle. I have given you Servel's testimonial to the effectiveness of Direct Mail advertising in helping industry to move goods—and to move goods faster.

#### Shell Reports

H. O. Krass, Division Retail Manager of Shell Oil Company, Detroit, Michigan also gave a story which received feature treatment in the February 1947 REPORTER. It's a long but interesting story of Shell's continuing effort to find out the readership of a series of postcards supplied to neighborhood dealers. Although we printed most of the figures before, here's a wind-up summary:

Shell's Direct Mail—as measured scientifically by accepted sampling techniques—is getting READERSHIP . . . averaging 2.08 persons per mailing . . . 62% remembrance.

4,200,000 mailings went out in 1946, which means a READERSHIP (at 2.08 persons) of about 8,700,000 "impressions" on almost 725,000 persons in car owning homes . . . AT A COST PER READER TO THE DEALER OF WHAT AMOUNTS TO THE POSTAGE ONLY —1.53c. (It costs the dealer 1.5c postage to mail large-size cards locally.)

On a cumulative basis, the mailings are just beginning to indicate a "snowballing" effect . . . readership growing monthly from 19% to 24% to 62%. Further studies will measure this progress.

Value of continuity is evident in the cumulative effect shown so far.

Indications are that "low pressure" selling copy obtains highest readership and, hence, brings greater results. Further tests of recently designed "lower pressure" mailings will show how effective these new style pieces can be.

Neighborhood service business is there for the Shell dealer—car owners prefer it . . . 73% of them.

Mailings are influencing car owners toward the Shell dealer (72% so far) . . . continuing tests will measure degree of influence.

The question: "DOES ANYBODY EVER READ DIRECT MAIL?" is MORE than answered in Shell's Readership studies to date. AT LEAST, PEOPLE READ SHELL DEALER DIRECT MAIL . . . remember it, and are influenced by it.

That completed the Friday morning session, and everyone seemed to agree that it was a hardboiled, down-to-earth program.

Horace Nahm, chairman of Friday Luncheon and afternoon program, has

given us a digest which appears on page 12.

Friday evening would be hard to report as there was so much happening in so many places. Leonard Raymond's Dickie-Raymond party for customers and guests was its usual success. There were also the Edward Stern, Stecher-Traung, Harry Porter and who-knows-who-else parties. These Direct Mail people sure enjoy getting together to laugh and blow off steam.

#### Saturday Sessions

Saturday morning, the three departmentals got going on time and were surprisingly well attended. The Mail Order group had the largest room and crowd . . . but people drifted from one to another. Jim Moseley gives his brief notes on the Mail Order section in his customary department on page 21. Bill Fintze of The Lezius-Hiles Company, Cleveland has given us his notes on the Industrial Division.

#### Fundamentals Group a Success

The crowd at the "Fundamentals Departmental" was really unexpected. This was the new session designed only for beginners *at their request*. But we saw many gray and bald heads scattered around the room. And Nelson Wentzel, Deputy Third Assistant Postmaster General chose this section for his attendance.

The D.M.A.A. could well afford to print this session in booklet form for the guidance of beginners: Dick Messner on Basic Principles of Planning; Earle Buckley on Putting Ideas into Words; Roy Rylander with a smart digest of production methods and Irwin Hurwitz on what you should know about the Post Office (assisted from the audience by aforementioned Nelson Wentzel).

The windup luncheon Saturday noon fulfilled its ballyhooed promises as the highpoint of the Convention. Before the main speaker was introduced, retiring President Edward N. Mayer, Jr. introduced the new officers for the coming year . . . President, Charles B. Konselman, advertising and public relations manager, A. & M. Karagheusian, Inc., New York; American Vice President, Dale

Y. Ecton, manager, advertising distribution, Trans World Airline, Kansas City; Canadian Vice President, Harry E. Foster, Harry E. Foster Agencies, Toronto, Canada; Secretary-Treasurer, A. M. Sullivan, advertising manager, Dun and Bradstreet, New York.

Jane Bell, executive manager, was of course retained in her position. And why not? She does most of the work that everyone else gets the glory for.

The only slip up during the excitement was that no one introduced a resolution thanking the retiring president, Edward Mayer, for his untiring and successful work during 1947. He certainly deserves all kinds of salutes.

#### Kiplinger in Fine Fettle

At any rate, Willard Kiplinger, Founder and Editor of his *Washington Letter* was in fine fettle. His speech lasted about two minutes—then came the questions . . . hot and heavy, with answers hot and heavy too. Ellis Frampton in his speech at the M.A.S.A. the previous Tuesday had pulled one of the best cracks of the week when he said, "I'd like to stay over for the Kiplinger meeting so that I could have the pleasure of hearing on Saturday what I'll have to read and worry about on Monday morning."

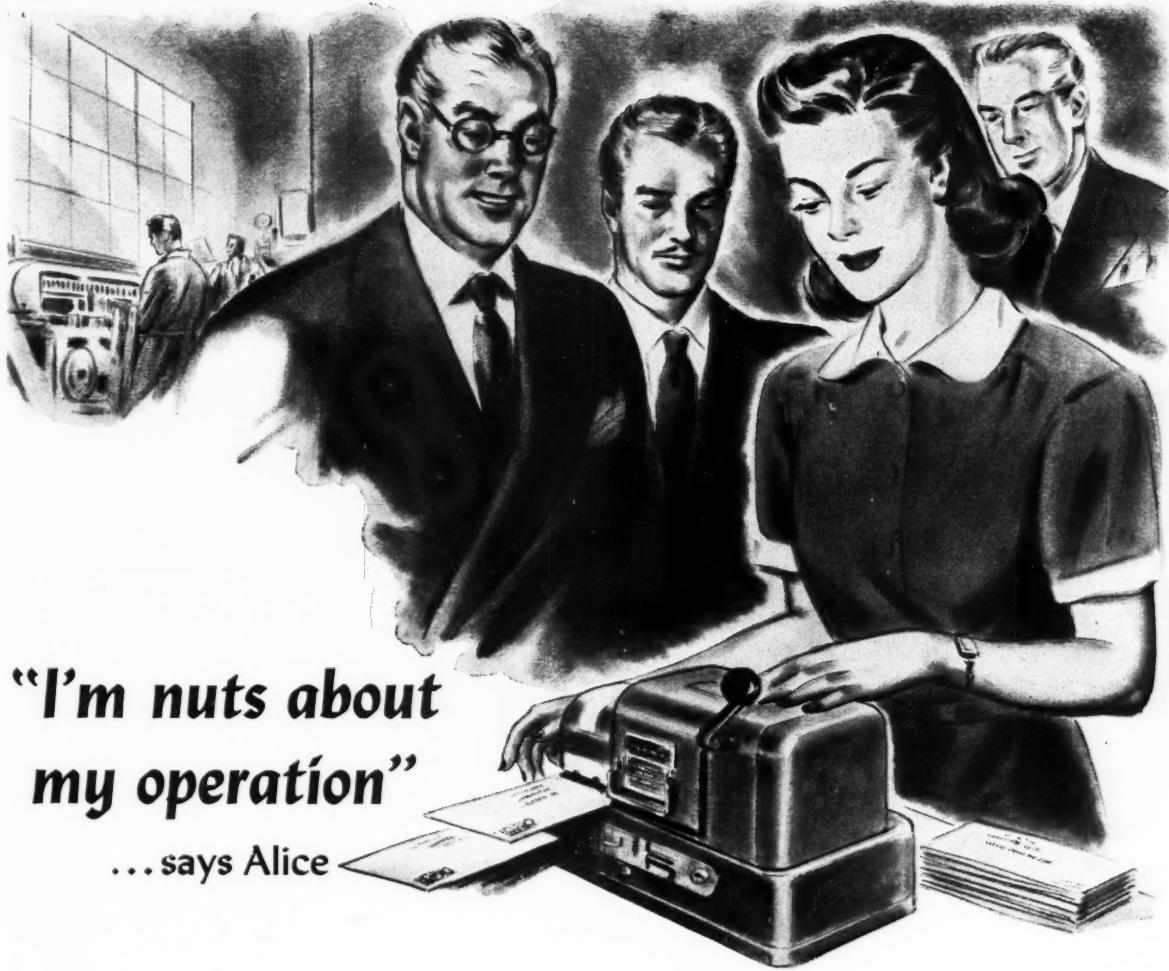
#### No Punches Pulled

Kip pulled no punches and many of his answers rocked the crowd with laughter or applause. His windup was a great testimonial to the entire Direct Mail meeting. He had attended several of the morning sessions. He got so much enthusiasm from the sellers' point of view that next year he will insist on his editorial staff listening to the D.M.A.A. Convention. He thinks it might do a lot of good to have editors more sales conscious.

The Kiplinger meeting could have lasted far into the night, but it had to be adjourned after a couple of hours . . . trains and planes to catch . . . exhibits to pack . . . loose ends to be pulled together.

Before the Convention officially adjourned, it was announced that

(Continued on Page 12)



## "I'm nuts about my operation"

... says Alice

"My boss is an engineering genius, also a screwball. He invented a lot of electronic thingamajigs. During the war, factories all over wanted them yesterday, and the shipping room was sending out practically everything airmail, special delivery, registered."

"Fellas who were perfect strangers were flashing cash slips for umpteen or so dollars every day for me to sign, on account of I am the patsy responsible for postage in this asylum. Well, gee... I could see a dim future for little Alice as Leavenworth's oldest lady inmate. So anyway I went and told the boss my sordid suspicions that there might be something subversive about stamps going on in our place."

"Ah," says he, "someone indulging in a little offside philately!" (It means

stamp collecting—I looked it up.) Maybe I can figure out some way to stop it."

"I told him it was already figured out—a postage meter, which holds any desired amount of postage, and prints postage as you need it on gummed tape for mailing packages. And does its own bookkeeping, so nobody can try any philately! I told him it would also print stamps directly on the office mail, seal envelopes, too, making all of our mailing faster and easier."

"The boss seemed surprised. 'Good idea' he said. 'Get priorities for two meters.' So I got one. Everybody in the office and shipping room gave it the big okay. And right away our postage expense began to look a little more conservative."

"Even the boss was impressed by the saving—says I ought to have an individual E Award for Economy, which this firm can use plenty of nowadays!"

Has it ever occurred to you that the Pitney-Bowes postage meter can show a saving in time and effort as well as postage in your business? And metered mail can go through the postoffice faster because it's already post-marked and cancelled, make earlier trains and planes!

... There's a postage meter for the small firm as well as the large... For complete details call the nearest Pitney-Bowes office... Or write direct for an illustrated booklet... today.



## PITNEY-BOWES Postage Meter

PITNEY - BOWES, Inc., 2022 Pacific Street, Stamford, Conn.  
Originators of Metered Mail. Largest makers of mailing machines.  
Branches in 63 cities in the United States and Canada.



both D.M.A.A. and M.A.S.A. Conventions will be held next year in Philadelphia. Dates, accommodations, etc. to come later.

What was left of THE REPORTER staff stayed over until Sunday evening to help pick up the pieces, and for a few final meetings with Harry Porter, Gene Colvin, Hubert Foster, Harold Stedfield, "Kell" Kellenberger and others who couldn't get packed for a Saturday evening get-away.

#### Unexpected Report

Before leaving Cleveland and with only minutes left to catch the 8:30, we visited Allan Lowe's beautiful apartment in the Carter. He's managing director. We were laughing about the first "crisis" of the week. Shortly after I had arrived in town I met Allan in the lobby . . . all hot and bothered. "Just the man I need," he cried. Said he had to give a pep talk and was all worn out. I could do it for him. Inside three minutes he was introducing me to a meeting of about eighty of the Negro maids and other service personnel of the hotel. I gave them a brief talk on a guest's impression of behind the scenes hotel services. Leaving the room shortly after, I had told Allan, "Anything screwy can happen now at this Convention." And it probably did.

#### A Smooth Convention

But getting serious, Allan told us that he wanted to write somebody a letter saying that of all the conventions staged in his hotel, the D.M.A.A. put on the smoothest, promptest, best run program he had ever seen. And he likes the friendly, uncomplaining, cooperative crowd. I've known Allan for many years . . . and he wasn't kidding. Coming from a hardboiled hotel manager . . . that is a real compliment to the D.M.A.A.

Johnnie: "Dad, tell me what it's like in a night club."

Dad: "Well, a night club is where they take the rest out of restaurant and put the din in dinner."

—from "Indiana Telephone News" h.m. of the Indiana Bell Telephone Company, Indianapolis 9, Indiana.

## Special Report:

# THE FRIDAY AFTERNOON SESSION

By HORACE H. NAHM

The luncheon speaker for this session was selected specially to bring to those attending the Convention the point of view of organized labor towards the distribution problems of this country. The man chosen to speak for Labor was Leo George, President of the National Federation of Postal Clerks (AFL). His organization has a membership of 70,000 and he, himself, is high in the councils of the AFL. Although Mr. George is a hard-working, hard-hitting labor leader, his genial personality and understanding of mutual postwar problems made him a most welcome speaker.

His approach to the problems of distribution, of course, was only his part of the story, but most interesting of the material which he brought before the Convention was the discussion of the Post Office Department—the method of making appropriations—and a very excellent explanation of

why the present method is wholly unsatisfactory.

#### P. O. Wages Not Comparable

One of the points I think was most appropriately stressed was the fact that the Post Office Department has to estimate required revenue from one year to two years ahead of the fiscal year in which it operates. With the ordinary government departments, they can trim their expenditures to meet the appropriation which is granted them. The Post Office Department, however, has no such ability. It has to carry every piece of mail that is presented to it and accordingly its expenditures are based not upon its own volition but upon the number of pieces of mail of the various classes which are placed in its hands for delivery during the fiscal year.

Another point which Mr. George placed before the delegates was the fact that to attract good men to the postal system and to keep good men there, wages comparable to other government departments and to industry must be offered and that in the coming session of Congress additional wage increases for postal employees would be sought to bring them up to some degree of equality with other departments.

#### Salisbury and Costs

Mr. Philip Salisbury, Editor of Sales Management Magazine, was scheduled under the title, "How Direct Mail Speeds Distribution and Lowers Selling Costs." Mr. Salisbury's key point was an evaluation of what we needed in the

(Continued on Page 14)



To reach  
highest levels  
of quality

requires  
endless research



MERCURY-LITH ROLLERS AND BLANKETS  
for Multilith printing machines

MERCURY-GRAPH ROLLERS  
for Multigraph duplicating machines

Years of patient experiment  
in the laboratories of the  
world's largest roller and  
blanket manufacturer enable us now to produce accessories that outperform any you have ever used before on your office duplicating machines.

Mercury-Lith rollers and blankets and Mercury-Graph rollers are triumphs of research. In their construction are incorporated important special advantages which greatly increase the accuracy of their impressions and assure much extra mileage.

To keep Mercury products ahead the research work of our technicians never ends. Today Mercury products are your best buy. Tomorrow they will be still finer.

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D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

future. He raised a question as to whether selling costs should be lowered in proportion to the total price of a product. Perhaps higher proportional selling costs to attain the distribution that we require may be more desirable and more effective in reaching a stabilized economy than proportionately lowered selling costs.

#### Direct Mail's Place

Mr. Salisbury discussed many points of direct mail's essential superiority. They were interesting and important because they were offered from the point of view of an editor who is in contact not with just one medium of advertising but with every medium in its respective relationship to the whole selling and advertising field.

Mr. Salisbury's closing remarks are well worth quoting in full:

"*Direct mail can speed distribution.* That is important. Whether it should be evaluated on its ability to reduce selling costs is at least debatable. Don't put it on the hot seat unless you are forced to do so. If it speeds distribution it performs a useful function; if it doesn't, find another job.

"Regardless of the size of the direct mail appropriation or its relation in dollars to the amount being spent on salesmen or in space or time advertising—whether it be larger or smaller—it is a prime essential to American business in the critical years to come; it can be the link which holds the whole chain together, or the oil that keeps all the other parts in good working order, or the jeep that pulls the rest of the machine out of a wallowing sales morass but *only* if business is willing to endow it with brains and good materials and doesn't allow it to grow rusty. Direct mail is indispensable to every business; it is up to you men and women to make management *feel* its value and indispensability."

#### Government Services

Another new information service was offered to those attending the Convention through Mr. Nelson A. Miller, Chief of the Marketing Division, Office of Domestic Commerce, Department of Commerce, Wash-

ton, D. C. His title was "Unlimited Marketing Information . . . at No Cost," the point being that the government which we all support through our taxes is the greatest collector of statistical information in the world, and that through the information it collects a great deal of market information research can be done without cost to private companies.

The Bureau of the Census, of course, gives statistics on population, manufacturing, employment. Figures



*The two busiest men at D.M.A.A. Convention . . . in a moment of relaxation . . . Harry Porter and Edward Mayer.*

of the Department of Labor are unlimited sources of authentic facts for distribution planning. The surveys and studies of different industries made by the Department of Commerce are of vast value. Information on foreign markets, prime sources and other facts are available to industry if they will only make use of them.

Mr. Miller particularly emphasized the Regional Offices of the Department where information about the available information is made handy and convenient to business men.

Mr. Miller spent 19 years in the Department exclusively in the marketing and business divisions, and if there had been time probably would have been kept at the Convention all afternoon for a question and answer session on every phase of government information.

Another great source of useful information for business men was described in great detail by Miss Rose L. Vormelker, Head of the Business Information Bureau of the Cleveland Public Library, Cleveland, Ohio. Miss Vormelker, who is the head of one of the leading business information services of any public library in the country, with great enthusiasm and good humor listed 15 or 20 business questions which had been directed at her in the last few days and which she was able to answer through the information in the library. They ranged from the sublime to the ridiculous, but the library handled them all. She explained the functioning of the special libraries in existence in various business organizations and institutions throughout the country and explained how business men could get information through them as well. They have in Cleveland, and in other great cities, very comprehensive files of business publications, directories, government sources, properly indexed and available for business men. More than that, there's a well-trained staff to help guide the searcher to the information that he desires.

Both Nelson Miller and Rose Vormelker gave eloquent proof of the high type of public servants ready to give help to the business man.

#### DELAY ON THIRD CLASS DELIVERY

Dear Henry:

In recent issues of THE REPORTER I noticed several readers were reporting on slowness of mail these days, but I believe our experience just about tops anything thus far.

On August 30th we got out a 3200 piece mailing which went to all parts of the country by third class mail. In pre-war days we could count on getting the bulk of the response in ten to twelve days. In recent years it has been twelve to fifteen days before the peak was felt. But on this particular mailing the results straggled in over a four week span. Residents of Cleveland did not actually receive their mail until September 22nd, 24 days after it had been mailed. Newark residents received theirs on the 23rd of September while Pittsburgh hit an all time low by holding up delivery of their mail until the 24th, a total of 26 days after the letters were mailed in St. Louis!

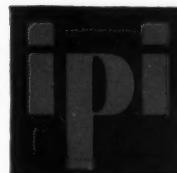
If this doesn't set an all time record I certainly don't know what does.

Oliver L. Niehouse, Editor  
Race Review  
6625 Delmar Boulevard  
University City 5, Missouri

**THE REPORTER**



# KEEPING IN TOUCH



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

• OCTOBER, 1947

## GEMTONE\* PROCESS INKS END DRYBACK; COLORS SPARKLE, DRY FAST, PRINT SHARP

Developed for Sheet-Fed Press Work

### Dry on Top of Sheet Without Heat

Every pressman who has done four-color process work on a sheet-fed press has seen his best work lose some of its original brightness and sharpness because of a factor beyond his control.

This factor is *dryback* . . . the tendency of even the best conventional oil inks to penetrate and spread into the paper as they dry, blurring the halftone dots, dulling the colors, and dimming the highlights.

IPI Gemtone process color inks virtually eliminate dryback.

They set and dry on top of the sheet. Colors sparkle. Halftone dots remain sharp, and highlights bright.

The brilliance and strength of the Gemtone colors create a glossy effect that heightens the "snap" of the job. Printers are enthusiastic and customers have gone out of their way to compliment printers on the sparkle and beauty with which their products are pictured.

### Inks Trap Beautifully; Crystallization No Problem

Other factors, in addition to dryback, which have created problems in four-

color process printing are trapping and crystallization.

IPI Gemtone inks trap beautifully, increasing the strength of color.

As for crystallization, printers who have used Gemtone inks report that their crystallization worries are over. In fact, one printer has said, "Gemtone inks are practically foolproof."

Gemtone inks save hours drying time between press runs. They dry by an advanced principle similar to that developed for the famous IPI Vaporin<sup>†</sup> inks used on the fastest traveling webs. Unlike Vaporin inks, however, Gemtone inks do not require heating equipment for their use.

They give good mileage because no ink is lost in penetration.

### Already Widely Used in Commercial Plants

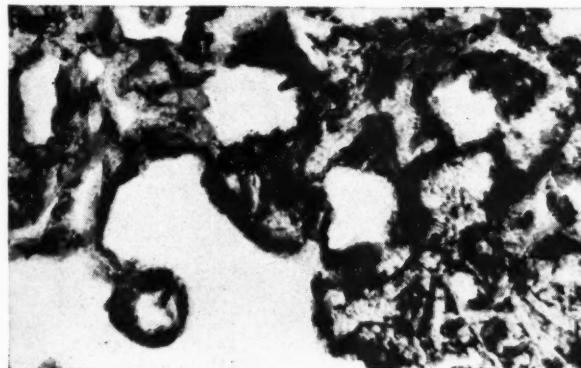
Gemtone inks are press-tested, proved, commercial inks ready for commercial use in your plant. They have been used with great success for process work on single-color presses, two-color presses, and four-color presses.

Gemtone inks are used by commercial printers for catalogues, direct mail, displays, inserts and labels . . . any type of quality, four-color work. They are also employed on the four-color pages of many national magazines in the quality group.

Let us give you more specific information about results secured with Gemtone. Even if you do little four-color process work, write for information. Gemtone inks are one of those significant developments in printing progress that a printer likes to know all about.

Write International Printing Ink, Division of Interchemical Corporation, Empire State Building, 350 Fifth Avenue, New York 1, New York.

\*Trade Mark †Reg. U. S. Pat. Off.



Customers say, "Gemtone Inks Sparkle!" Here's why Gemtone printing looks almost as brilliant when dry as it does when it comes off the press wet. These two unretouched photo-micrographs show why. (LEFT) Photomicrograph of impression made with ordinary oil



inks showing blurred halftone dots. (RIGHT) Photomicrograph of impression made with IPI Gemtone type ink, same spot on plate as on left, showing clean, sharp dots. Here virtually all the ink has stayed on the surface of the sheet. Printing is sharper, color stronger.

## *Some Highlights on Mail Order Departmental During the D.M.A.A. Convention*

By JAMES M. MOSELY

The three R's of Mail Order suggested by C. B. Mills, O. M. SCOTT & SONS COMPANY, Marysville, Ohio, (lawn seed by mail) :

1. ROMANCE. Weave an interesting, unusual, colorful story around your product (rather than technical details).

2. READABILITY. Don't try to K. O. customer in first round. Write sales letters with gradually rising tempo with WHAM toward close.

3. RETURNS. Get prospect to DO something — perhaps request free bulletin. Offer a premium—even "big shots" buy.

Picture RESULT to Prospect—Scott shows beautiful lawns in color.

Layout shouldn't be too professional and finished.

\* \* \*

"What is a good direct mail return?"—question often asked by new mail users.

"No specific answer", George Pfeiffer, Vice President, McGRAW HILL BOOK COMPANY, Chairman of session "What counts—not percent of return, but HOW MANY DOLLARS SPENT and HOW MANY DOLLARS RECEIVED BACK".

\* \* \*

Cost of mass direct mail selling up sharply over pre-war, some believe jumps of 107%—according to Tom McElroy, Circulation Promotion Manager, AMERICAN HOME, who's mailing 5 million in November.

Actual increase: about 50% Fall, 1946 over Fall, 1941, and probably up to 60% now.

Increases in wages blamed but McElroy considers prices in general have been lifted faster than wages. Strikes and delays have been large factor. Honest day's work for honest day's pay will keep mailers happier and reduce cost per unit mailed.

Copy and layout, clear and understandable, should be supplied to save author's corrections.

List brokers are endeavoring to keep mail order list costs down.

All methods of communication should be considered for all jobs: multigraphing, offset, letterpress, mimeographing, etc., rather than to lean on only one.

\* \* \*

Mailer who copies names, when using an outside list on one-time basis commits a breach of trust and should be banished from craft, Miles Kimball, MILES KIMBALL COMPANY, Oshkosh, greeting cards and gifts by mail, advocated.

He also termed a list owner who gives good names on a test and poor ones on a large mailing as a fraud who should be exposed. (But, he pointed out, such in both cases are few in number and in general mailers, list owners, brokers function on high plane of mutual confidence, rarely violated.)

Other "gripes":

Sloppy addressing by list owner.

Names on labels (although they pull for some).

The mailer who gets empty envelopes returned but doesn't mail on date set and sends mail out too close to other mailers who are using same list. (He advised longer-range planning.)

Delays by list owners in returning addressed envelopes.

Paying full brokerage on exchanges through brokers. (Advised a 9-month deadline for using up both sides of exchange.)

Mailer shouldn't ship envelopes until definite okay from list owner has been cleared by broker.

List data, especially new balances of names, should be kept up-to-date.

Mailer shouldn't expect 1½¢ per name refund on undeliverables from list owner unless arranged in advance. Perhaps list owner is cleaning his own list currently.

\* \* \*

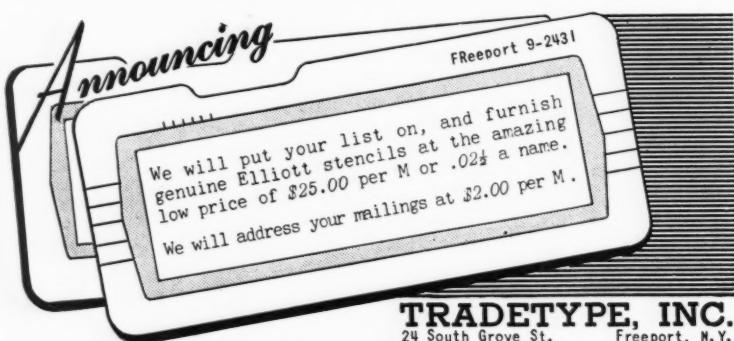
How Mail Sellers and List Owners can co-operate for smoother operating, outlined Edward Proctor, Vice President, THE GUILD COMPANY, chairman, NATIONAL COUNCIL OF MAILING LIST BROKERS:

1. Rental rate should be fair.
2. List owner should supply all new latest data on list.
3. One individual as list owner should check instructions and be sure all are followed.
4. Mailer should indicate what type of list recommendations are of personal interest.
5. List owner should fill promptly.
6. Mailer should issue clear, complete instructions.

7. Exchanges actually involve more work than straight use and usual commission should be paid by exchanging mailers.

\* \* \*

Mail Order Sellers who have an unsatisfactory experience with work of any list owner were advised to file facts with Miss Mary Sullivan, D-R Special List Bureau, Boston, secretary, NATIONAL COUNCIL OF MAILING LIST BROKERS, to circulate among all brokers.



How often should a list be mailed?

Miles Kimball: "We use ours 5 times a year and rent it completely about 12 times—total coverages, 17 or 18 a year".

\* \* \*

How far back can former customers be mailed—at a profit?

BOOK CLUB: to 1939

NEWS MAGAZINE: from 1944

ANOTHER MAGAZINE: from 1938

\* \* \*

SUNSET MAGAZINE, San Francisco, made comparative 50,000 tests with and without 4-color circular.

Mailing with color circular did 50% better for this magazine.

\* \* \*

Direct approach with advantage to prospect better than copy with frills or attempt at cleverness brings more inquirers from space for La Salle Extension University, L. M. Bennett, director of advertising and sales promotion, emphasized. Copy should cut directly to what the prospect wants.

Long follow up letters (often 4 pages) accomplish more, he said, in selling serious-minded, ambitious young men on a new study habit for their time. LA SALLE builds each letter around.

"What this training is".

"What it can do for prospect".

"What it has done for others".

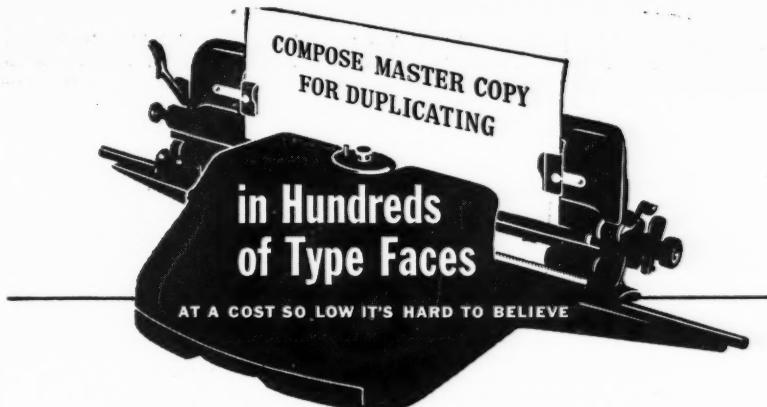
Copy that works shouldn't be changed, he believes. One 15-line ad has been published 3,000 times at cost \$300,000 and produced three million dollars worth of sales—a 10 to one ratio sought in all the firm's advertising.

\* \* \*

More mail order direct mail users from all parts of the country flocked to Cleveland than to any recent D.M. A.A. Convention . . . current results appeared to be off . . . the mail buyer uneasy . . . but plans ahead being made with the new postwar vigor . . . new equipment being bought . . . cost cutting paramount . . . new mailers appearing . . . more enthusiasm on direct mail than for many years.

(My thanks to Mailseller Jim Ford for combining his notes with mine—J.M.M.)

THE REPORTER



VARI-TYPER is used profitably by many:

- DAILIES
- WEEKLIES
- MAGAZINES
- MANUFACTURERS
- DIRECT MAIL HOUSES

For composition of attractive inexpensive:

- PROMOTION BOOKLETS
- SALES LETTERS
- PRESENTATIONS
- MARKET STUDIES
- REPORTS
- QUESTIONNAIRES
- TABULAR MATTER
- FORMS, RECORDS
- HOUSE ORGANS
- MANUALS
- RATE CARDS
- AND HUNDREDS OF OTHER JOBS!

For jobs where you want the good appearance and variety of type-set copy—but where economy and profit are also important—nothing even compares with VARI-TYPER!

VARI-TYPER is the *only* composing machine on which you can set type in more than 300 faces, from 5 to 18 point, using a letter keyboard that's just the same as the one on a typewriter! And you can change from one type font to any other in just a second or two!

Copy that is unrolled from the VARI-TYPER is reproduction copy—clean and sharp...with automatically justified margins...with any desired horizontal or vertical spacing...display and bold or highly condensed...ready for offset, Mimeograph, or Ditto!

Just think of what you gain with a VARI-TYPER. A complete variety of printed effects, ready quickly without delays, bringing profits and savings that often average 50% of the cost of the entire job! It's the most profitable equipment in many plants and offices!

Arrange for a free demonstration of this compact, inexpensive machine at your own office or plant...send for a variety of VARI-TYPED samples...write today to DEPT. R-1, Ralph C. Coxhead Corp., 333 Avenue of the Americas, New York 14, N.Y.

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**RALPH C. COXHEAD CORPORATION**

333 AVENUE OF THE AMERICAS, NEW YORK 14, N.Y.

# DIRECT MAIL LEADER AWARDS

## Best of Industry

On October 23, 1947 at the DMAA Convention, the Contest Judges announced the BEST OF INDUSTRY and MERIT AWARDS winners in the 1947 Direct Mail competition. Alice Honore Drew, advertising manager of TelAutograph Corporation and chairman of the DMAA Board of Judges, presented colored slides featuring highlights of the winning Direct Mail portfolios. The quantity and quality of this year's entries far exceeded any previous year and campaigns were submitted from all sections of the United States and Canada. BEST OF INDUSTRY AWARDS were made in 65 classifications and 31 companies received MERIT AWARDS.

Serving with Miss Drew in the judging were H. S. Foster, Director of Advertising, Mead Sales Company; Richard Messner, Vice President, E. E. Brogle & Co.; Norman R. Singleton, Direct Mail Manager, R. H. Macy and Company, Inc. and Frank Ware, Circulation Director, Newsweek.

After the three-day exhibit at the Cleveland Convention, the BEST OF INDUSTRY DIRECT MAIL Leaders of 1947 will be shown during the coming year by advertising clubs and graphic arts groups throughout this country and Canada. They then will be made a permanent part of various educational files and libraries for reference purposes. For the records, THE REPORTER prints complete list of winners.

### Advertising Agency

Harry E. Foster Agencies, Ltd., King Street, Toronto 1, Ontario, Canada. Wentworth A. Dowell, Direct Mail Manager. Advertising Agency.

### Air Conditioning

Servel, Inc., 119 North Morton Avenue, Evansville 20, Indiana. R. J. Canniff, Advertising & Sales Promotion Manager. Gas Air Conditioner.

Credit for producing to: Herbert W. Simpson, Inc., 109 Sycamore Street, Evansville 8, Ind. Herbert W. Simpson, Mgr.

### Aircraft Manufacturer

Lockheed Aircraft Corp., 2555 North Hollywood Way, Burbank, California. Bert W. Holloway, Sales Development Manager. Aircraft.

Credit for producing to: Foot, Cone & Belding, 601 W. Fifth Street, Los Angeles 13, Calif. Ford Sibley, V.P.

### Airlines

United Airlines, 5959 South Cicero Avenue, Chicago 38, Illinois. E. A. Raven, Assistant Director of Advertising. Air Transportation.

### Art Services

Jefferson Company, 424 Madison Avenue, New York 17, New York. G. C. Jefferson, President. Designers of Books, Folders, Presentations.

### Associations—Agriculture

California Avocado Growers Assn., 4833 Everett Avenue, Los Angeles 54, California. A. J. Shrepfer, Secretary. Growers & Marketers.

### Associations—Industrial

Connor & Brass Research Assn., 420 Lexington Avenue, New York 17, New York. Bertram B. Caddle, Secretary. Promotion, Technical Research, Public Relations.

### Automotive Manufacturer (Ties)

The Studebaker Corporation, 635 South Main Street, South Bend 27, Indiana. R. G. Hudson, Manager, Truck Division. Automobile & Truck Manufacturers.

General Motors Corporation Photographic, General Motors Building, 3044 West Grand Boulevard Detroit 2, Michigan. F. C. Himmelmann, Manager, Dealer's Sales Promotion De-

partment. Creating and Producing Retail Direct Mail Selling Campaigns.

Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue Pontiac 11, Michigan. E. M. Taber, General Service Manager. Manufacturer and Wholesaler of Automobiles.

Credit for producing to: G. M. Photographic, G. M. Research Bldg., Detroit 2, Mich. F. C. Himmelmann, Manager, Dealer's Sales Promotion Department.

### Baby Chick Industry

Carter's Chickery, Eldorado, Illinois. Baby Chick Hatchery.

Credit for producing to: Keller-Crescent Co., 20-26 Riverside, Evansville 8, Ind. A. A. Brentano, President.

### Banks

Oklahoma National Bank, 228 West Commerce, Oklahoma City 9, Oklahoma. A. L. Wilson, Jr., Cashier. Banking.

Credit for producing to: Beals Creative Printers, 424 N. W. 2nd St., Oklahoma City, Oklahoma.

### Beverages

National Breweries Limited, 990 Notre Dame Street, West, Montreal, Quebec, Canada. E. J. Blandford, Public Relations Manager. Brewing.

### Building Materials

The Flintkote Company, 30 Rockefeller Plaza, New York 20, New York. L. Rohe Walter, Director of Public Relations. Building Materials, Products for Industry, Paper Boxes, and Containers.

### Business Services

The Standard Register Company, Campbell & Albany Streets, Dayton 1, Ohio. J. E. Romig, Advertising Dept. Manufacturer of Record Systems of Control — Continuous Business Forms.

### Chemicals

Hercules Powder Company, Wilmington 99, Delaware. Theodore Marvin, Director of Advertising. Chemical Materials.

Credit for producing to: Fuller & Smith & Ross, Inc., 71 Vanderbilt Ave., New York 17, N. Y. Walter Morris, Account Executive.

### Clubs

Skycrest Country Club, Prairie View, Illinois. Gene Dyer, Jr., Manager. Golf Club.

Credit for producing to: Poole Brothers, Inc., 7000 Bennett Street, Pittsburgh 8, Pennsylvania. Rudolf Ulrich, Vice President. Industrial Instruments.

### Cosmetics

John H. Breck, Inc., 115 Dwight Street, Springfield 3, Mass. Edward J. Breck, Vice President & Gen. Mgr. Hair & Scalp Preparations.

Credit for producing to: Charles Sheldon Advertising, Third National Bank Bldg., 1387 Main Street, Springfield, Mass. Charles Sheldon.

### Creative Printing and Lithography (Ties)

Edward Stern & Company, Inc., 140 North Sixth Street, Philadelphia 6, Penn. Ruth B. Fox, Adv. Mgr. Printing. Wetzel Brothers, 444 North Broadway, Milwaukee 2, Wisconsin. Carl Eissfeldt, Vice President. Printing & Lithography.

### Department Store

Neiman-Marcus, Main & Ervay, Dallas 1, Texas. Elizabeth Kennard Theall, Direct Mail Advertising Dept. Specialty Store.

### Electrical Equipment

Northern Electric Co., Ltd., 1620 Notre Dame Street, West, Montreal, Quebec, Canada. D. E. Barkart, Electrical.

Credit for producing to: Harry E. Foster Associates, King Edward Hotel, Toronto, Ont. Canada. Harry E. Foster.

### Envelope Manufacturer

Sheppard Envelope Company, 1 Envelope Terrace, Worcester 4, Massachusetts. N. Myra Glazier, President. Envelope Manufacturer.

Credit for producing to: Howard Wesson Company, 50 Fortland Street, Worcester 8, Mass. Milton L. Fitch, Pres.

### Fibre Products

Plymouth Cordage Company, North Plymouth, Mass. William A. Scherff, Advertising Manager. Cordage Manufacturers.

Credit for producing to: Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass.

### Food Products

Foote & Jenks, Incorporated, 251 West Euclid Avenue, Jackson, Michigan. L. Z. Mathany, Advertising Manager. Flavoring Materials.

### Furniture Manufacturer

The Mengel Company, Louisville 1, Kentucky. Lauren K. Hagaman, Advertising & Sales Promotion Manager. Furniture Division.

### Heating & Ventilating Equipment

Herman Nelson Corporation, 1824 Third Avenue, Moline, Illinois. R. W. Nelson, Executive Vice President. Manufacturers of Heating & Ventilating Equipment.

Credit for producing to: L. W. Ramsey Adv. Agency, 111 East Third Street, Davenport, Iowa G. E. Bischoff, Exec. Asst.

### Home Appliances

Borg-Warner Corporation, Norge Division, 670 East Woodbridge Street, Detroit 26, Michigan. E. L. Redden, Mgr. Sales Promo. Manufacturer of Home Appliances.

Credit for producing to: Campbell-Ewald Company, General Motors Building, Detroit, Michigan. J. Neebe, Vice President.

Servel, Incorporated, 119 Morton Avenue, Evansville 20, Indiana. Jack Hewson, Assistant Sales Promotion Manager. Automatic Refrigerator Manufacturer.

Credit for producing to: Keller-Crescent Company, 20-26 Riverside Avenue, Evansville 8, Indiana. A. A. Brentano, President.

### Home Furnishings

Shwayder Brothers, Inc., 1050 South Broadway, Denver 10, Colorado. Joel D. Rosenblum, Director of Advertising. Luggage & Card Tables.

Credit for producing to: A. B. Hirschfeld Press, 1840 California, Denver 2, Colorado. Edward Hirschfeld, Printers.

### Industrial Construction

C. F. Braun & Company, 1000 South Fremont, Alhambra, California. Lyman Horton Oil Refinery Construction.

Credit for producing to: Homer H. Boelter, 828 North La Brea, Hollywood 38, Calif. Homer H. Boelter, Owner.

### Industrial Instruments (Ties)

James P. Marsh Corporation, 2073 Southport Avenue, Chicago 14, Illinois. James Emmett, Sales Manager. Matzo & Cracker Bakers.

Credit for producing to: Poole Brothers, Inc., 85 West Harrison Street, Chicago 5, Illinois. Dan E. Smith, Art Dir.

Bacharach Industrial Instrument Company, 7000 Bennett Street, Pittsburgh 8, Pennsylvania. Rudolf Ulrich, Vice President. Industrial Instruments.

### Industrial Service

Tube Turns, Incorporated, Louisville, Kentucky. Gene Wedereit, Advertising Manager. Engineering.

Credit for producing to: Poole Brothers, Inc., 85 W. Harrison Street, Chicago 5, Illinois. Dan E. Smith, Art Dir.

**Industrial Supplies**  
Norton Company, 1 New Bond Street, Worcester 6, Massachusetts. R. A. Reed, Assistant Publicity Manager. Grinding Wheels.

**Insurance-Agents**

Indemnity Insurance Company of North America, 1600 Arch Street, Philadelphia 1, Pennsylvania. Arthur Joyce, Advertising Manager. Accident Insurance.

**Insurance-Consumer**

General American Life Ins. Co., 1501 Locust Street, St. Louis 3, Missouri. Harry E. Nelson, Director of Advertising. Life Insurance.

**Investments**

Merrill Lynch, Pierce, Fenner and Beane, 70 Pine Street, New York 5, New York. M. Rubezanin, Partner, Brokerage Firm.

Credit for producing to: The National Process Co., 75 Varick Street, New York 13, N. Y. Wm. H. Elliott, Sales Promotion Manager.

**Men's Apparel—Manufacturer**

Tooke Brothers Limited, 644 de Courcelles Street, Montreal, Quebec, Canada. E. Wilson, Advertising Manager. Shirts, Neckwear Manufacturers.

Credit for producing to: Harold F. Stanfield, Ltd., 523 Dominion Sq. Blvd., Montreal, Quebec, Canada. Paul Greenberg, Executive Vice Pres.

**Motion Pictures**

RKO Radio Pictures, Incorporated, 1270 Avenue of Americas, New York 20, New York. Leon J. Bamberger, Sales Promotion Manager, Motion Pictures.

**Newspapers**

The New York Times, 229 West 43rd Street, New York 18, New York. Irving S. Taubkin, Promotion Mgr., Newspaper.

**Office Equipment**

Royal Typewriter Company, 2 Park Avenue, New York 16, New York. Ellis G. Bishop, Advertising Manager, Typewriter Manufacturers.

**Outdoor Advertising**

Standard Outdoor Advertising, Inc., 525 Lexington Avenue, New York 17, New York. John E. Brennan, Executive Vice President, Outdoor Advertising.

Credit for producing to: O'Brien & Dorrance, 160 East 56th St., New York 22, N. Y. Dick Dorrance, Partner.

**Packaging**

Phoenix Metal Cap Company, 2444 West 16th Street, Chicago 8, Illinois. H. J. Hisdon, Advertising Director, Metal and Molded Caps for the Sealing of Glass Packages.

**Paint**

The Tropical Paint & Oil Company, 1200-1282 West 70th Street, Cleveland 2, Ohio. E. J. Sirmy, Advertising Manager, Paint Manufacturers.

**Paper Manufacturer**

Eastern Corporation, Bangor, Maine. M. W. Gill, Advertising Manager, Paper Manufacturers.

**Paper Specialties**

Dennison Manufacturing Company, Howard Street, Framingham, Massachusetts. L. D. Gilmore, Advertising Manager, Paper Convertors.

Credit for producing to: Charles W. Hoyt Co., 551 Fifth Avenue, New York 17, N. Y. E. W. Hoyt, Acct. Exec.

**Petroleum**

Standard Oil Company (Indiana), 910 South Michigan Avenue, Chicago 20, Illinois. A. W. Bealer, Copywriter, Petroleum.

Credit for producing to: McCann-Erickson, Inc., 316 South Michigan Ave., Chicago 80, Illinois. P. E. Gundus, Acct. Exec.

**Pharmaceuticals (Ties)**

Lederle Laboratories Division, American Cyanamid Company, 30 Rockefeller Plaza, New York 20, New York. Dr. David A. Bryce, Director of Advertising, Pharmaceutical Manufacturers.

Schering Corporation, Bloomfield, New Jersey. Dr. John N. McDonnell, Vice Pres., Pharmaceutical Manufacturers.

Credit for producing to: L. W. Frohlich & Co., Inc., 56 E. 52nd Street, New York 22, New York. L. W. Frohlich, Pres.

**Pharmaceuticals—Export**

Abbott Laboratories International Company, 919 North Michigan Avenue, Chicago 11, Illinois. T. S. Bird, Advertising Manager, Export of Pharmaceuticals.

**Plastics**

American Cyanamid Company, 30 Rockefeller Plaza, New York 20, New York. Prescott Fuller, Assistant Advertising Manager, Plastic Raw Materials.

Credit for producing to: Max Sheridan-D. W. Coulter, Writer & Art Director, 3 Berkeley Road, Scarsdale, New York.

**Printed Specialties**

Atell & Jones, Incorporated, 3360 Frankford Avenue, Philadelphia 34, Pennsylvania. R. A. Yasgi, Sales Promotion Designers & Manufacturers, Paper Table Appointments—Hotels, Hospitals, Clubs and Restaurants.

**Printing Equipment Machinery**

Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio. R. J. Niederhauser, Sales Promotion Manager, Graphic Arts Equipment.

Credit for producing to: Fuller & Smith & Ross, Inc., 1501 Euclid Avenue, Cleveland 15, Ohio. E. J. Alexander, Vice Pres.

**Public Utility**

Consolidated Edison Company of New York, Incorporated, 4 Irving Place, New York 3, New York. Mr. Clarence L. Law, Vice President, Public Utility.

**Publications—Farm**

Successful Farming Magazine, Advertising-Sales Department, 1716 Locust, Des Moines 3, Iowa. Chet Billings, Classified Adv. Mgr., Barbara-Grace Silverson, Copy Writer, Farm Magazine.

**Publications—General**

Esquire, Incorporated, Coronet Magazine, Esquire Building, 919 North Michigan Avenue, Chicago 1, Illinois. Richard Harrington, Subscription Sales Manager, Publishers.

**Publications—Trade**

The Progressive Grocer, 161 Sixth Avenue, New York 13, New York. Edwin Van Brunt, Promotion Manager, Business Publication.

**Radio Networks—National**

National Broadcasting Company, 30 Rockefeller Plaza, New York 20, New York. Charles B. H. Vaill, Program Exploitation Manager, Broadcasting.

Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York. William Golden, Associate Director of Sales Promotion and Advertising, Radio Broadcasting.

**Radio Networks—Sectional**

National Broadcasting Co., 1500 North Vine Street, Hollywood 48, California. Helen Murray Hall, Acting Manager, Advertising and Promotion, Radio Broadcasting.

**Radio Stations**

Crosley Broadcasting Corp., Station WLW, 140 West 9th, Cincinnati 2, Ohio. David E. Partridge, Director of Sales Promotion, Radio Station.

## ... and Winners of Merit Awards

**Advertising Agency**

Roland G. E. Ullman Organization, 1520 Locust Street, Philadelphia 2, Pennsylvania. Roland G. E. Ullman, President, Advertising Agency.

**Art Services**

Contempo Advertising Artists, Inc., 597 Fifth Avenue, New York 17, New York. William Weikh, President, Art Service.

**Associations—Agriculture**

Eastern States Farmers' Exchange, 95 Elm Street, West Springfield, Mass. Kenneth Hinshaw, Dir. of Information Service, Cooperative Farm Supply Purchasing.

**Associations—Industrial**

Preformed Wire Rope Information Bureau, 520 North Michigan Avenue, Chicago 11, Illinois. Walter A. Huber, Manager, Information Bureau.

Credit for producing to: Reincke, Meyer & Finn, Inc., 520 North Michigan Ave., Chicago 11, Ill. L. H. Ahlsweide.

**Beverages**

Carling Breweries, Ltd., 297 Victoria Street, Toronto, Ontario, Canada. Clifford W. Hale, Editor, "Carling's Hospitality", Brewing.

**Building Materials**

United States Gypsum Co., 300 West Adams Street, Chicago 6, Illinois. F. W. Fish, Adv. Mgr., Building Material Mfrs.

Credit for producing to: Fulton, Morrissey Co., 612 N. Michigan Ave., Chicago 11, Ill. E. H. Morrissey, Pres.

**Rubber Products**

The Goodyear Tire & Rubber Co. of Canada, Limited, New Toronto, Ontario, Canada. E. W. Hayter, Advertising Manager, Commercial Tires and Auto Tires.

**Service Stations**

Muller Brothers, 6380 Sunset Blvd., Hollywood, California. Walter Muller, Partner, Service Station.

Credit for producing to: The Mayes Company, 1240 South Main St., Los Angeles 15, Calif. Henry Mayers, Gen. Mgr.

**Silverware**

International Silver Company, 169 Colony Street, Meriden, Connecticut. E. P. Hogan, Asst. Adv. Mgr., Silverware Mfrs.

**Social Welfare**

National Publicity Council, 130 East 22nd Street, New York 10, New York. Robert Holmes, Business Mgr., Non-Profit Public Relations Service.

**Specialty Store**

Clarke's, 317 South Main, Tulsa 3, Oklahoma. Viola Noble, Adv. Mgr. Specialty.

**Steamship Transportation**

Canada Steamship Lines, 8 South Michigan, Chicago, Illinois. A. P. Williams, Gen. Agent, Water Transportation.

Credit for producing to: Poole Bros., Inc., 85 West Harrison St., Chicago 5, Ill. Dan E. Smith, Art Director.

**Steel Manufacturer**

American Rolling Mill Co., 703 Curtis, Middletown, Ohio. Bruce L. Peters, Art Director, Iron and Steel.

**Warehousing**

Lehigh Warehouse & Transportation, 98 Frelinghuysen Avenue, Newark, New Jersey. Frank Kearney, Sales Mgr., Warehouse and Transportation.

Credit for producing to: Willard B. Golovin Corp., 424 Madison Avenue, New York 17, New York. W. B. Golovin, Pres.

**Watches and Clocks**

Longines-Wittnauer Watch Co., 580 Fifth Avenue, New York 19, New York. Roy Pruden, Watches.

Credit for producing to: Comet-Ray Letter Service, 110 W. 32nd St., New York 1, N. Y. Michael Goodman, Jerome J. Greenberg, Partners.

**Women's Apparel Manufacturer**

Kane Weil, 498 Seventh Avenue, New York 18, New York. Estelle Hamberger, Adv. Dir., Dresses.

Credit for producing to: Lobel-Williams, 313 West 37th Street, New York 18, New York. Bill Williams, Art Dir.

**Business Services**

National Research Bureau, Inc., 415 North Dearborn Street, Chicago 10, Illinois. Robert Stone, Vice Pres. in Charge of Adv. Research, Research-Publishing.

**Chemicals**

The Mathieson Alkali Works, Inc., 60 East 42nd Street, New York 17, New York. J. R. Schmitt, Adv. Mgr., Chemical Mfr.

Credit for producing to: Reply-O-Products Co., 150 W. 22nd St., New York 11, New York. C. A. Binger, Pres.

**Creative Printing and Lithography**

R. R. Donnelley & Sons Co., 350 East 22nd Street, Chicago 16, Ill. H. J. Owens, Adv. Mgr., Printing.

The E. F. Schmidt Co., 3420 West Capitol Drive, Milwaukee 9, Wisconsin. Joe R. Schoeninger, Director Plans and Copy, Printers and Lithographers.

D. H. Ahrend Co., Inc., 333 East 44th Street, New York 17, New York. Herbert G. Ahrend, Pres., Direct Advertising Agency.

**Department Stores**

Broadway-Hollywood Dept. Store, Hollywood at Vine, Hollywood 28, Calif. A. J. Shurtz, Vice Pres., Department Store.

**Food Products**

New England Confectionery Co., 254 Massachusetts Avenue, Cambridge 39, Massachusetts. Mrs. Margaret M. Kedian, Associate Advertising Manager, Manufacturing Confectioners.

(Continued on Page 20)

Lederle Laboratories Division, American Cyanamid Company, "Cerevrim Campaign", 30 Rockefeller Plaza, New York 20, New York. Dr. David A. Bryce, Dir. of Adv., Pharmaceutical Mfrs.

Credit for producing to: L. W. Frohlich & Co., 56 East 52nd Street, New York 22, N. Y. L. W. Frohlich, Pres.

#### Industrial Service

Lane-Wells Company, 5610 South Soto Street, Los Angeles 11, Calif. James D. Hughes, Sales Mgr., Technical Oil Services.

Credit for producing to: Darwin H. Clark Co., 541 So. Spring St., Los Angeles 13, Calif. Darwin H. Clark.

Rogers Corporation, Manchester, Conn. R. A. St. Laurent, Vice Pres., Creators and Fabricators of Fibrous Materials.

Credit for producing to: The Chas. Brunelle Co., 15 Lewis Street, Hartford 3, Conn. H. W. Knettell, Asst. to Pres.

#### Insurance—Agents

Central Manufacturers Mutual Insurance Company, 800 South Washington Street, Van Wert, Ohio. Paul W. Purmort, Sec.-Treas., Property Insurance.

Credit for producing to: The Howard Swink Advertising Agency, 372 East Center St., Marion, Ohio. Howard Swink, Owner.

#### Insurance—Consumer

New England Mutual Life Ins. Co., 501 Boylston, Boston 17, Massachusetts. William C. Gentry, Manager of Sales Promotion, Life Insurance.

#### Newspapers

The Washington Post, 1337-43 East Street, N.W., Washington 4, D. C. Raoul Blumberg, Prom. Mgr., Newspaper.

#### Paper Manufacturer

West Virginia Pulp & Paper Co., 230 Park Avenue, New York 17, New York. C. P. Elston, Adv. Mgr., Paper Manufacturer.

The E. B. Eddy Company, Bridge Street, Hull, Quebec, Canada. A. Y. Smith, Adv. Mgr., Paper Manufacturer.

#### Pharmaceuticals

The Upjohn Company, Kalamazoo 99, Michigan. Stanley Morris, Adv. Mgr., Pharmaceutical Mfrs.

Credit for producing to: William Douglas McAdams, 25 West 43rd St., New York 18, N. Y. Arthur M. Sackler, MD.

Ayerst, McKenna & Harrison, Ltd., 22 East 40th Street, New York 16, New York. Lorne E. Simpson, Adv. Mgr., Pharmaceutical Mfrs.

Credit for producing to: Sudier & Hennessey, 745 Fifth Avenue, New York 22, N. Y. Arthur Sudler, and Breece, Enloe & Elliott-Smith, Inc., 12 East 41st St., New York 17, N. Y. Cortez F. Enloe, Jr., MD, Vice President.

Sharp & Dohme, Inc., 640 North Broad Street, Philadelphia 1, Penna. Paul B. Robinson, Adv. Mgr., Pharmaceuticals-Biologicals.

Wyeth, Incorporated, 1600 Arch Street, Philadelphia 3, Penna. Richard Roley, Adv. Mgr., Mfr. Nutritionals, Biologicals and Medicinals.

#### Publicity Utility

George Power Company, P. O. Box 1719, Atlanta 1, Georgia. Warren Bateman, Copywriter, Adv. Dept., Electric Utility.

#### Publications—General

The Reader's Digest, International Editions, 500 Fifth Avenue, New York 18, New York. Alan Legg, Promotion Director, International Publishers.

American Legion Magazine, 1 Park Avenue, New York 16, New York. Mary R. Anderson, Promotion Manager, Publishing.

#### Publications—Trade

Penton Publishing Co., Penton Building, Cleveland 13, Ohio. J. W. Zuber, Dir. of Research, Publisher, Business Papers.

Credit for producing to: Beaumont, Heller & Sperling, Inc., 6th and Walnut Sts., Reading, Penna. R. F. Heller, Treas.

#### Radio Stations

Station WEEL, Columbia Broadcasting System, 182 Tremont Street, Boston 12, Mass. Guy Cunningham, Promo. Mgr., Radio Broadcasting.

#### Steel Manufacturer

Dominion Foundries & Steel, Ltd., Depew Street, Hamilton, Ontario, Canada. Leslie James Blenkinsop, Adv. Mgr., Steel Products.

#### Women's Apparel

Tewi Lingerie, 9 East 48th Street, New York 17, New York. Charles Schlachet, Pres., Ladies Lingerie.

Credit for producing to: Willard B. Golovin Corp., 424 Madison Avenue, New York 17, N. Y. Willard B. Golovin, Pres.

# M.A.S.A Elects Miles Kimball

The biggest convention ever staged by the Mail Advertising Service Association in its 26 year history . . . ran along smoothly from October 19th to 22nd in Cleveland's Hotel Cleveland.

Attendance nearly touched the 300 mark . . . meaning more than half the international membership hit the road.



MILES KIMBALL

This reporter cannot reprint or highlight the speeches since the meetings are limited to the members of the M.A.S.A. who will receive transcripts of the talks.

We heard the luncheon address of Ellis Frampton of Hammermill Paper Company (Erie, Pennsylvania) . . . who put on a terrific show of skirting around the main question of "when will we get enough paper?" His platform manner and subtle humor won him a warm place in the hearts of his hearers.

Before introducing this reporter as the wind-up speaker on Wednesday,

Felix Tyroler announced that winners of the various attendance prizes would have to wait to the bitter end to know if and what they won. So I was the "bitter end."

At the banquet the night before, our old boss John Howie Wright asked what I would talk about . . . whether he should plan to attend. "Don't do it, John . . . I'm going to give 'em the same old corn you gave them twenty years ago."

So I gave them exactly that . . . the old formulas for making letters better . . . the ones all of us should know and have known but have forgotten.

The "bitter end" was lots of fun. The banquet was wonderful. It was a treat to meet all the dogs that have climbed trees . . . and all the newcomers starting the climb.

The letter producers have always been way up in the front ranks of those crusading for better Direct Mail. They are a fine, aggressive crowd and I'm glad to number so many of them among my friends.

For the records:

Miles Kimball, president of the Miles Kimball Company, Oshkosh, Wis., was elected president for the coming year. John Kane, Advertisers Mailing Service, New York, was elected vice-president; Paul Krupp, Advertisers Mailing Service, Los Angeles, western vice-president; A. W. Dicks, A. W. Dicks & Co., Toronto, Canadian vice-president; Elias Roos, Jack's Letter Service, Milwaukee, treasurer, and Jeannette Robinson was reelected executive secretary, to serve her 20th year.

And Jeannette deserves all sorts of salutes for the job she has done.

## INDUSTRIAL DEPARTMENTAL

The Saturday Morning Industrial Direct Mail Departmental was sponsored by The Industrial Marketers of Cleveland, local chapter of The National Industrial Advertising Association. A panel of three speakers, under the chairmanship of William J. Fintze, Director of Creative Division, The Lezius-Hiles Company of Cleveland, presented 30 minute talks, each followed by a question period.

Mr. Dale Wylie, Sales Promotion Manager of Iron Fireman Company, outlined his use of Direct Mail as a salesman's selling tool and explained an interesting method for securing year 'round dealer participation in the program.

Mr. J. E. Craig, Advertising Manager, The Warner & Swasey Company, graphically showed a 6-point plan dealing with the "why, how and where" of securing effective case histories including authentic data and dramatic "on the job" photographs.

Mr. W. S. McClain of Fuller & Smith & Ross, spark plugged the session with an inspirational talk entitled "Why Is Direct Mail a Poor Relation?" His remarks dealt with some of the common fallacies connected with the use of Direct Mail and pointed out the importance of this media as a vital, tie-in factor with space advertising.

## COMMUNITY BETTERMENT

The Georgia Power Company (Electric Building, Atlanta, Ga.) just mailed an interesting 6 x 9 inch, 24 page and cover leaflet, entitled "Georgia's Parade of Progress Through Community Development."

This well-written and illustrated two color job reached individuals and groups throughout Georgia who are promoting the progress of their community both industrially and otherwise. In compact form . . . it surveys the accomplishments of the past few years and points to new avenues of progress ahead. This reporter believes there is a big future field for the use of Direct Mail in promoting community betterment.

## THE REPORTER

# Paper users throughout the country are saying . . .



# "This is the paper we've always wanted!"

Hammermill's New Cockletone Bond has been on the market only a few months. Yet today American business men throughout the country—your customers among them—endorse it as the letterhead paper they have been looking for.

The hearty and immediate acceptance of Cockletone Bond proves just one thing: *This handsome, tub-sized, air-dried paper fills a long-felt need for a high quality letterhead paper at moderate cost.*

Be ready to show your customers samples of this new product of modern papermaking. See its quality for yourself. Ask your Hammermill Agent for a sample book, or use the coupon below.

### GET THIS FREE SAMPLE BOOK

Contains samples of Hammermill's new Cockletone Bond in all weights suitable for letterhead use. Also matching envelopes.



LOOK FOR THE  
**Cockletone**  
WATERMARK

Hammermill Paper Company  
1621 East Lake Road, Erie, Pa.  
Please send me—FREE—a sample book  
showing Hammermill's new COCKLE-  
TONE BOND.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
(Be SURE to attach to, or write on, your  
business letterhead) R-OC



# Playing POST OFFICE

By: EDWARD N. MAYER, JR.  
D.M.A.A. President 1947

A little light seems to be glowing in the postal deficit picture. Congressman Rees, Chairman of the House Post Office and Civil Service Committee issued a statement late in October, which among other things said that his Committee's investigation, which is only partially complete has already unearthed possible savings of \$100,000,000 in the operation of the Post Office. Even if the full amount is saved there will still remain a deficit of over \$150,000,000, but the Congressman's statement is interesting for many other reasons too.

Dozens of ideas, ranging from decentralization of the department's

top management, to increased use of machinery, and a reduction of interest rates for postal savings, were assigned by the Chairman to 15 special postal subcommittees, which are to prepare a "critique" on the department for publication early in the next congressional session.

Each subcommittee has been asked by Chairman Rees to follow up a specific phase of departmental organization. Equipped with factual information already assembled by the staff, the subcommittees may be in a position to report by the time the new congressional session opens.

Typical of the subcommittees is one devoted to "rate-making procedures"

that will consider the need for a "director of posts" who would be in charge of adjusting postal rates in line with changing costs.

The "banking functions" subcommittee was told that \$33,000,000 could be saved annually simply by cutting interest paid for postal saving deposits from 2% to 1%. Present rates were established in 1910, Representative Rees observed. Since then commercial banks have cut their interest payments from 3.7% to 1%.

A subcommittee under Representative Rees himself is looking into the controversial air mail deficit. With air mail losing \$14,859,000 annually, 15 lines are seeking adjustments which would more than double their pay rate.

#### Air Freight Subsidy

Figures show that the Post Office pays an average of 68 cents a ton mile, while air freight moves at 14 cents a ton mile. "Even with due allowance for priority service, this represents an obvious subsidy," Representative Rees declares. "Based upon the differences between ton mile rates for air mail and rates for commercial shipments, this would appear to be a subsidy of over \$15,000,000 annually."

"This difference between rates for air mail and rates for large commercial shipments places a financial burden on the postal service."

"Removing the obligation to provide the subsidy for our airlines out of postal revenues should be considered," Representative Rees said. "The amount of the subsidy should be ascertained and isolated from other Post Office expenditures."

#### Regional Administration

Subcommittees will also look into the possibility of regional administration, eliminating the need for all 42,000 postmasters "to report to Washington", supervision of the railway mail service; standardization of procurement; consolidation of rural Post Offices and routes; greater use of inter-urban truck service; and replacement of antiquated motor vehicles.

Probably the most heartening part of the report (to business mail users) is in the fact that the committee

## Give Your Story BACKGROUND

**YOUR STATIONERY** is background for your sales story. Make sure that story gets the background it deserves. See your printer—he's an expert. Tell him what special use you plan for your stationery... If you're searching for a paper of distinction for a story of importance it's more than likely your printer will recommend—

*Rising Line Marque*

When you want to KNOW... go to an expert!

Rising Papers

Ask your printer... he KNOWS paper!

Rising Paper Company, Housatonic, Mass.

- ✓ 25% rag
- ✓ exclusive pattern inspired by Italian Handmade paper
- ✓ 2 weights
- ✓ 3 pastel shades and white
- ✓ envelopes in 6 sizes
- ✓ excellent printing surface for die-stamping, lithography, gravure or letterpress

as a whole will review the Post Offices' cost ascertainment system. Plans call for improved cost data from Post Offices and a general examination of the whole setup.

One final piece of good news. Chairman Rees suggests the possibility of a research program in cooperation with business machine manufacturers. Maybe . . . after all these barren years, and without a rate increase, Congress will appropriate the monies to make the Post Office run like a modern rather than an antiquated business! At least they might if the report turns out to be as good as it could be!

#### Third Class Delay

The D.M.A.A. has received a number of complaints from members regarding unusual delays in the delivery of third class mailings. The most recent one indicates a delay of as much as two to four weeks and is accompanied by this alleged statement made by a postmaster in a first class office.

"I checked with Mr. \_\_\_\_\_, Superintendent of \_\_\_\_\_ Post Office concerning third class mail. He informed me we should receive this circular mail from \_\_\_\_\_ within five to seven days. I told him it was taking three to four weeks and he said he was not surprised because the main Post Office is storing the circular mail due to the fact that they have insufficient help because of a cut in appropriations.

"He admitted that companies have a legitimate complaint regarding third class mail, but there is nothing they can do about it at the present time."

Maybe there's a tip-off on the whole situation in the following paragraph from the Postal Bulletin of September 30th.

"Postmasters will be held personally accountable for the judicious use of all overtime including that used for regular employees. It is imperative that overtime be restricted to emergency needs only and postmasters must see that these instructions are strictly complied with."

However, in fairness to the Postal Service, we must say that according to the number of complaints received, it is a spotty rather than a general condition. Although third class is a deferred service mail and first class has priority of movement and delivery over third class mail, there is no justification for any such delays as indicated by this complainant.

(Continued on Page 24)

## THE REPORTER

### *While She Powders Her Nose . . .*



## **ALL THREE MACHINES ARE TYPING PERSONAL LETTERS**

*faster than human fingers can fly!*

AUTO-TYPIST is one of the most amazing business machines ever built. Any typewriter can be mounted on the mechanism. Then it will type letters—automatically—from two to three times faster than human typists can work. Your typist can operate three or four AUTO-TYPISTS. She can turn out from 300 to 500 letters a day—each letter completely and individually typed with a provision for manual interpolation of names, amounts, dates, or any other "personalizing" references.

### **RUSH COUPON FOR DESCRIPTION OF THESE AMAZING MACHINES**

Office managers' mouths drop open in amazement. Typists heave deep sighs of relief when they see perforated paper record rolls flashing out the tedious repetitive typing in one-third the time.

Sales Managers boast responses to their mailings many times by sending individually typed letters to their prospects. Rush the coupon or a request on your letterhead for complete description of the business machine that is increasing sales and collections, and speeding mailings for America's biggest companies. Send today for the facts. They are free.

**AUTO-TYPIST, 610 N. Carpenter Street, Dept. 210, Chicago 22, Ill.**

**RUSH  
the  
Facts  
Free!**

**AMERICAN AUTOMATIC TYPEWRITER CO.      Dept. 210  
610 N. Carpenter St., Chicago 22, Ill.**

Tell me how one ordinary typist can turn out 300 to 500 individually typed letters a day on AUTO-TYPISTS. All information is free and I am under no obligation.

Name.....

Company.....

Address.....

City..... P. O. Zone..... State.....

If you have any reason to believe that your third class mail is being unduly delayed in delivery, we recommend that you institute a test on one of your mailings to determine the elapsed time between the date of mailing at the Post Office and the exact date of its receipt by addressee. This is usually accomplished by selecting one addressee at each Post Office to which your matter is mailed, enclosing a special letter or business reply card explaining the purpose of your test, indicating on the card or letter the date of mailing and requesting the addressee to fill in the exact date of receipt and returning it to you. In this way the elapsed time to each Post Office can be calculated. After you have compiled the results of your test, send them to the D.M.A.A.

If the results of tests indicate unusual delays, we will submit the matter to the Post Office Department. The department does not authorize or condone any unusual delays on third class matter, and we

are sure it will be glad to cooperate in an attempt to eliminate any serious hold-ups that may be occurring.

\* \* \*

Postal patrons in 182 cities will soon enjoy "metered" mailing of parcel post packages at their local Post Offices for the first time. Postmasters in that many cities will shortly install special postage meters that dispatch parcels without so much as the lick of a stamp, cutting in half the waiting-in-line time at Post Office windows.

These installations are part of a 500-machine contract which the Post Office Department has placed with Pitney-Bowes, Inc., makers of mailing machines for business and government. They will bring the number of U.S. cities having this postal service to 282 and the number of individual Post Office installations over the 1200 mark.

Here is how the new public service works: the window clerk at the parcel post window weighs your

package, computes the fee, takes your money and touches levers on the electrically-operated postage meter machine.

Out pops a small printed label, gummed and even automatically moistened, complete with postage of the exact total value, plus city postmark and date of mailing. It's slapped on your package, and the transaction's over. Time spent waiting in line is halved, and stamp-licking abolished.

Mechanically, the new device is a cousin of the familiar postage meter used by business firms under government license to stamp and seal letters, and to prepay parcel post charges, in their own offices and shipping rooms.

The new Post Office model completely eliminates the storing, selecting, handling and affixing of the various denominations of stamps needed to make up the postage charges and fees, since any value—from 1¢ to \$10.00—is issued instantly in a single "meter stamp." In a test installation in a large Eastern Post

**Haynes lithography has that "stop, look and read" quality which spells better lithography . . . properly printed, the right words can build business—pyramid profits. The "properly printed" part is where Haynes comes in . . .**

*There's a Haynes "Rep" to help you get it better:*

BALTIMORE: 30 WEST 25TH STREET • Phone: BELMONT 0861  
WASHINGTON: 1140 EAST-WEST HIGHWAY, SILVER SPRING, MD. • Phone: SLIGO 8000  
NEW YORK: SUITE 303-4, 424 MADISON AVENUE • Phone: PLAZA 8-2740  
PHILADELPHIA: THE INQUIRER BUILDING • RITTENHOUSE 6-5988  
CLEVELAND: 1836 EUCLID AVENUE, CLEVELAND, OHIO • SUPERIOR 4025

**HAYNES LITHOGRAPH CO., INC.**  
IN SILVER SPRING, MARYLAND, ADJACENT TO THE NATION'S CAPITAL  
• • • • • • • • • • • • • FOR CLARITY, COLOR AND CONSISTENT QUALITY

Office, a queue of sixty parcel-laden people was served in exactly ten minutes.

There are major savings to Uncle Sam as well as the public, since the machine not only speeds up window and counter service, but "metered" parcels require no canceling and post-marking and can be more quickly sorted for early train dispatch.

Maybe some of the time and money saved can be used to cut the postal deficit and speed up third class mail deliveries. We can hope, can't we?

\* \* \*

If you've been having trouble getting all the information you wanted on Form 3547 (and who hasn't?) take heart from the following item quoted from the Bulletin of October 21st.

#### IMPROPER TREATMENT OF INCORRECTLY ADDRESSED THIRD-CLASS MATTER

"Reports indicate that at some Post Offices having city delivery service the carriers handling third class matter bearing a request for notice on Form 3547 in case of removal of the addressee, place the mail on the case of the carrier serving the addressee at the new address or in the carrier's separation on the city distribution case, instead of indorsing the new address on the piece of mail, and turning it over to the clerk whose duty it is to issue notices on Form 3547. This results in the failure of the sender to correct his mailing list, and mail continues to be sent to the old address, causing unnecessary work and complaints.

"This also applies to Form 3578 regarding second class matter under similar conditions.

"Supervisors and employees should thoroughly familiarize themselves with these instructions and comply strictly therewith in all instances."

If you still don't get the service you should, don't hesitate to tell your postmaster!

#### ANOTHER EXPLANATION FOR "DUPLICATES"

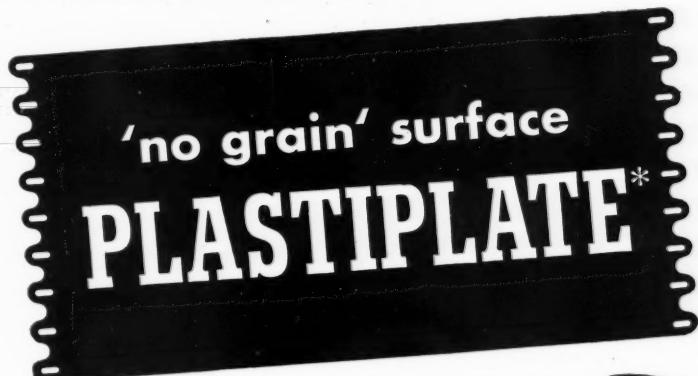
Tom McElroy, seeing article on page 62 of Convention issue, about handling touchy subscribers whose names are duplicated on new test lists . . . sends us latest mailing of *American Home*. On back page of flyer offering "last chance" to beat a price boost appears this message:

If you are already a subscriber . . .

Perhaps you would like to extend your subscription on this Last Chance offer. If not, please hand it to a friend who might like to subscribe. Thank you.

#### THE REPORTER

## You get SHARPER HALF-TONES with the Remington Rand



Now you can obtain *life-like half-tones* with a sharpness and tone graduation amazing for photographic offset duplication. These sharp half-tones are made by Plastiplate\*—a plastic plate newly-developed by Remington Rand.

Plastiplate's smooth, "no-grain" surface closely resembles lithographic stone, and this enables you to duplicate *all the dots* in a half-tone. None of the half-tone dots are lost, as happens in the "hills" and "valleys" of grained metal plates.

Plastiplate's faithful copying of *all the dots* sets a new, top-quality standard in offset duplication, gives sharper, more life-like half-tones you'll show with pride.

Plastiplate has other advantages, too. They include:

1. *No oxidation or gumming—there's no need for washing.*
2. *Highly visible plate image assures proper development.*
3. *Quantity runs—at least as long as any other plate.*
4. *Huge savings in plate storage and in expensive chemicals.*

To prove Plastiplate's manifest superiority,

"YOUR 3 FREE SAMPLES  
WILL PROVE PLASTIPLATE'S  
SUPERIORITY—SEND  
COUPON TODAY."



#### Direct Image Plastiplates, Too

The Plastiplate also improves direct image offset duplication. You make "non-detectable" corrections easily because of the plastic surface, and it "dresses up" your copies to sparkle like fine photographic work.

we will send you 3 free Plastiplates so you can compare results.

Get your free Plastiplates today—either photographic or direct image. Simply phone your nearest Remington Rand office or fill in and send us the coupon.

\*Trade Mark

■ Cheaper than metal, more dependable than paper — BETTER than BOTH! ■

**Remington Rand**

Duplicator Supplies Division  
2 Main St., Bridgeport 1, Connecticut

Send me without charge 3 free photographic Plastiplates.  
 Send me 3 free direct image Plastiplates. I use a \_\_\_\_\_ typewriter and  
a ribbon of  cloth fabric  carbon paper.  
My offset machine is a \_\_\_\_\_ Model No. \_\_\_\_\_

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

Signed by \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

H-1

# ONE ADVERTISING MAN TO ANOTHER

*George Kinter's Monthly Letter  
Expressing One Man's Opinion*

Thanks, Henry,

for changing the sub-head of my monthly letter. This puts me on my own and prevents me from sticking your neck out. If any of the readers of THE REPORTER do not agree with what I write, they can curl a lip and pass it up or show me wherein my "reasoning" is cockeyed. If they convince me of this I can change my opinion without changing the policy of the magazine.

This leads to the expressing of this man's opinion that publishers, open-minded enough to carry contributions expressing views contrary to those of their editorial staffs, should make it clear that such articles are expressing the opinions of the writers. However, I do not think that any publisher is justified in using the editorial columns of the same issue to combat the opinions expressed in such articles.

By the same token, I do not think that a publisher should accept advertising which he does not like and permit his editor to chastise the advertiser. This is common practice with some newspapers in the case of political or propaganda advertising. Maybe there is a law that compels newspapers to accept advertising whether they like it or not, I wouldn't know. If there is such a law it should be wiped from the books—if there isn't, it is certainly dirty checkers for a publisher to spend the money the advertiser gives him to pay an editorial writer to make the advertising ineffective.

I am sure, however, there is no law compelling a newspaper to continue carrying a paid-for feature that is in bad taste.

Recently, a local newspaper, omitted for a week, the Li'l Abner

strip, the continuity of which belittled the United States Congress. This, in my opinion, was commendable, but in view of the fact that this strip—which has reached a new low in entertainment—was not discontinued permanently, the editorial apology the paper made was uncalled for.

The absence of the strip for a week might have brought a few "whys" from readers, but the editorial comment stirred up a controversy among the readers that, in my opinion, will do the paper no good. It brought favorable comments from many readers who will resent the return of this strip that has long been obnoxious to them. They will feel that the policy of the paper is to cater to those of low taste, whereas, had the strip been dropped during that particular continuity without comment, readers who objected to it would probably not have missed it.

"*Direct Mail is an Art*"

**WE PRACTICE THAT ART**  **WE DESIGN**

**AND PRODUCE FOLDERS, BROCHURES AND**

**CATALOGS OF BEAUTY AND DISTINCTION**

*Lobel-Williams — New York*

1947 DMAA DIRECT MAIL AWARD • KANE-WEILL PORTFOLIO

While I have high respect for any publication that passes along opinions with which they do not agree, I do not think that a publication should print anything for which it feels called upon to apologize; neither do I think that any publication is justified in calling attention to the censoring of certain opinions expressed by regular contributors.

\* \* \* \*

This brings me to the opinion that the heading you use for Edward N. Mayer's department is quite fitting—"Playing Post Office." The game he writes about may not be as amusin' as the old parlor game of that name, but the rules of the game he writes about are a lot more confusin'.

For instance: I can see how time will be saved the Post Office by the new ruling reducing from 15 to 10 the number of pieces required to be tied into direct packages for Post Offices, but I can't understand why packages for the various stations in a city must be labeled. Under the former ruling it was merely necessary to "face out" an address on both sides of a package. The same zone number on each side of the package made it just as clear that the entire package was for that particular station as would a label.

I am also at loss to understand why it is necessary to put the sender's name on the label when the pieces being mailed carry the sender's name and address.

Possibly brother Mayer can enlighten me. If not, I certainly cannot hope for any enlightenment from those who run the game in this man's town. I have never been able to get satisfactory answers to any "whys" I have ever raised, and the only answer to any "cans" has been "no".

For instance: Many, many times down through the years, I have sent out mailings with a line of printed matter across the entire bottom of the envelopes. In a weak moment I asked the local Superintendent of Mail if this was permissible.

"No, no, no, you can't do that," was the horrified reply and he read me a ruling to the effect that 3½ inches must be allowed at the right side of a mailing piece for address and postal markings.

## THE REPORTER

I pointed out that the line at the bottom of a No. 10 envelope did not interfere with the required space for address and postal markings and that I had received many pieces of mail that allowed but a fraction of the amount of space for address and postal markings, but Mr. Supt. merely read the rule to me again and I left him to spend a jittery week expecting to be put in the hoosegow for my many infractions of the rule.

Several years ago we began doing considerable parcel post mailing—30 or 40 packages at a time. We found that taking these packages to the Post Office and having them weighed and stamped was time consuming to both our messenger and the parcel post clerks, so we began weighing the packages and sending our messenger to the Post Office with a list of required stamps. Instead of going to the retail stamp window, the messenger would go to the parcel post desk where the clerks gave him dry stickers from the machine. This required but a few minutes. The stickers were placed on the packages which could be hauled to the Post Office and dumped down the chute.

Then one day the messenger came back with a fist full of stamps of various denominations and the information that a clerk who had never served him before, told him that stickers from the machine were not sold over the counter.

I called Mr. Supt. and asked him why we could no longer buy postage stickers for our parcel post and he nearly had heart failure when he learned that we had been buying them.

"You can't do that," he moaned.

"We've been doing it for almost three years," we told him.

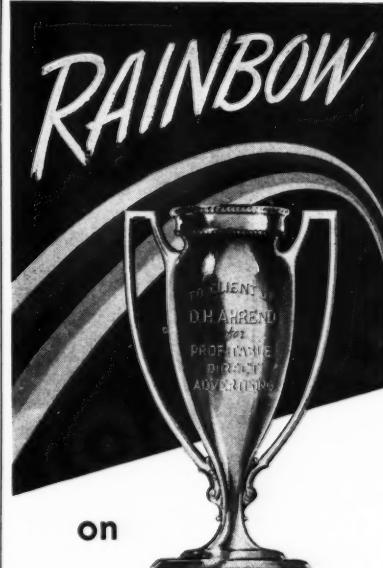
"Who sold them to you?" he asked in a tone of authority that made me quake.

I waited until I was through quaking and replied:

"That, I wouldn't tell you if I knew."

I then attempted to learn why it was perfectly all right for a clerk in the Post Office to paste a sticker instead of a stamp on a package, but a crime to hand it to the sender to paste on the package.

(Continued on Page 28)



## YOUR HORIZON!

Greater Profits from your direct advertising—YOU CAN COUNT ON IT!

AHREND Clients have won, in the past four years alone

# 28

## NATIONAL AWARDS FOR PROFITS

obtained from the direct advertising we did for them. We do the WHOLE JOB, and MAKE IT PAY!.

DO YOU WANT A MORE SUCCESSFUL SELLING JOB DONE?

call

MU 4-3411

D. H. AHREND CO.

Creative Direct Advertising

333 EAST 44th STREET • NEW YORK 17



For Every Business Use



METAL CLASP ENVELOPE  
FOR MAILING, PACKAGING, FILING

### TENSION ENVELOPE CORP.

FIVE FACTORIES  
SELLING DIRECT TO THE USER

New York 14, N. Y. \* Minneapolis 1, Minn.  
St. Louis 10, Mo. \* Des Moines 14, Iowa  
Kansas City 8, Mo.

## How to own NEW ADDRESSOGRAPH EQUIPMENT —without any final out-of-pocket cost to you!

So you really need new modern, time-conserving, MONEY-SAVING ADDRESSOGRAPH EQUIPMENT to speed your own mailings and to free personnel for other work! But you don't want to spend the cash out of your present operating budget.

Here's one solution:

**RENT YOUR LISTS on a  
ONE-TIME BASIS EXCLUSIVELY  
to MOSELY non-competing  
MASS MAILERS!**

You just run off empty envelopes for MOSELY CLIENTS okayed by you. They come back year after year for more coverage if their first mailings produce. They guarantee to keep no copy of your names. Perhaps MOSELY can send YOU, as it does scores of others, SUBSTANTIAL CHECKS to more than pay, in due course, for NEW ADDRESSOGRAPH EQUIPMENT which in turn will assure you LOW-COST ADDRESSING.

Write us in detail TODAY! Dept. R-10-a

### MOSELY SELECTIVE LIST SERVICE

*Mail Order* LIST Headquarters

38 NEWBURY STREET  
BOSTON 16

"MOSELY sends the CHECKS"

## Four Color House - Organ Covers

Dress up your company publication with a beautiful illustration. Printed in four colors and ready for use.



You stimulate readership by garnishing your house organ, corporation report, or sales brochure with artistic MCS Covers.

A new cover design issued each month of a timely, seasonal, pictorial, or human interest subject. All are printed on good white enamel paper, from original top flight art work.

Four page covers furnished to you flat in sheets size 17 1/2 x 11 1/2 to fold and trim to an 8 1/2 x 11 magazine. Illustration is on page one and the other three pages are blank.

Designs especially executed to allow local imprinting. Different covers may be selected each month, and you can order as small or as large a quantity as you wish. Back numbers are carried in stock for immediate shipment.

The needless expense of individual preparation, art, plates and printing is readily overcome and a good cover used by one company within its own organization does not conflict with another user in an entirely different business.

WRITE FOR SAMPLES AND FURTHER INFORMATION

Publishers Digest, Inc., 510 N. Dearborn St., Chicago 10, Ill.

Mr. Supt's. big book probably not being within reach, I didn't get any information.

When we want government postal cards or a large quantity of stamps, we make out a check and send our messenger to the Post Office for what is wanted and he comes back with it. But a check is just no good at the parcel post counter.

One day when the cash box was empty and the banks were closed we had some parcel post to mail. A firm check was properly signed and I personally took the mailing to the Post Office. When the stamps were affixed and totaled I started to make out the check for the amount.

"I can't accept a check," said the clerk.

The little discussion that followed was overheard by the clerk at the Wholesale window.

"Bring your check over here and I will cash it," said the clerk.

The clerk cashed the check and I paid for the stamps on the parcel post.

Maybe I am just dumb but I can think of no reason why a check good in one department of a Post Office is not good in another. To me it seems as silly as a department store accepting a check for a purchase of neckties and demanding cash for a pair of socks.

There are probably others who are as confused and unamused by the rules I have mentioned in the game brother Mayer writes about, and if he hasn't already covered the subject in a piece I may have missed, I hope he will have something to say about them in some forthcoming piece.

\* \* \* \*

I was informed, Henry, by the September 19th issue of *Tide*, "The Magazine of Advertising, Marketing and Public Relations," that your *Reporter of Direct Mail Advertising* is still "fuming" over the letter written by the brother of the "famous" Tom Girdler, which you reprinted and commented on in your July issue. The "still" would date the "fuming" to your August issue, a careful perusal of which revealed a mere reference to this masterpiece of a moronic mind in your comment on a letter of a similar type written by one Max Albert of the Galesburg Soy

THE REPORTER

Products Co. who is, apparently, full of burps generated by the beans from which he makes his products.

It strikes me that "fuming" exaggerates your August comment in possibly the same proposition as the quantity of direct mail advertising is exaggerated by those in the field of advertising, marketing and public relations who are annoyed by it.

Says Tide: "Girdler, who has been getting as much direct mail material as the rest of us" finally took action and began circularizing the senders to please knock off."

Just who Tide numbers among "the rest of us" I wouldn't know. If it includes only big publishing and industrial giants like Tide and Tom Girdler's brother, "as much" would be an unknown to me, but if the MAMPR includes the rank and file of business concerns it is exaggeration by inference.

My business, which includes advertising service and a bit of agency work, the publishing of a little magazine and the management of a little less than a medium sized printing concern might be considered small fry but it rates membership in the rank and file of business concerns, and the number of pieces of direct mail material that reaches my office (exclusive of press releases from advertising agencies, which I will discuss in a future letter) average less than 25 a week. One typical rank and file concern I serve that does a business of about two million dollars a year was kind enough to check and report that it received about 35 pieces of direct mail material in one week.

I realize that this does not constitute a "survey" and it may be that other rank-and-filers of the business world receive a flood of direct mail material that justifies Tide's approval of the action taken by Tom Girdler's brother.

However, I can't help but wonder how long the "fuming" would ebb and flow in Tide if the direct mail advertising people approved action taken to curb the advertising a subscriber to a publication must leaf through to find a bit of the "pure reading matter" he pays for.

Let us revamp a bit of the letter written by Tom Girdler's brother and

(Continued on Page 30)

THE REPORTER

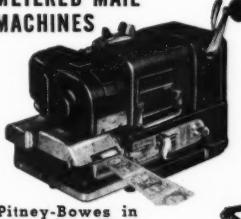


### MR. MAILER . . .

Here is an outstanding list value: 40,000 mail order buyers of brushes, 80% manufacturers, 10% transportation and 10% commercial. Company names only—no individuals. All have bought within the last year. Average purchase \$24.00. Addresses constantly corrected. List maintained on Elliott stencils. Is producing good results for owner as well as several diversified renters. Available at \$13.50 per M addressed on your envelopes. To arrange for a test write us today sending sample mailing piece.

GUILD CO., 76 NINTH AVE., N.Y. 11, N.Y.  
Chicago Office  
7 S. Dearborn Street, Chicago 3, Illinois

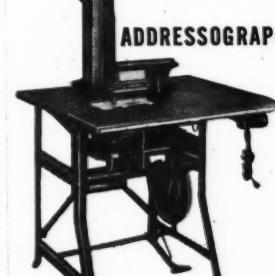
### METERED MAIL MACHINES



Pinney-Bowes in all models. Hand and Electric.

### DUPPLICATORS

A. B. Dick. Hand and Electric. Multiliths. Standard and Ditto liquid duplicators.



All models. Hand and Electric. Also Graphotype embossing machines.

All Addressograph Accessories: Plates, frames, tabs, cabinets, trays, parts, etc.

FAST, ACCURATE ADDRESSOGRAPH PLATE EMBOSsing SERVICE

MAILERS SERVICE & EQUIPMENT CO.

Mailers Building, Dep't R, 40 W. 15 St., N.Y. 11



## Colorful Christmas Letters

Are to business what the greeting card is to the individual.

Your Christmas Greeting and Thanks will be much more impressive if sent on warm colorful *Lithograph ed Holiday Letterheads*.

NO ORDERS ACCEPTED  
AFTER DECEMBER 5, 1947

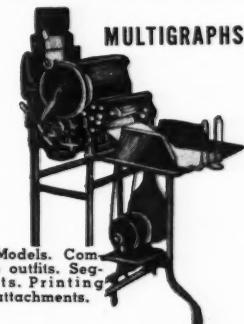
Write for samples and prices

### CONNELLY ORGANIZATION

Duplicating      Printing  
Addressing      Mailing  
304-06 N. Broad Street  
Philadelphia 2, Pa.

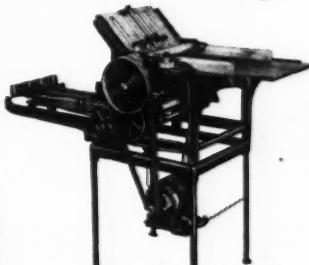
## SUBSTANTIAL SAVINGS

on GUARANTEED REBUILT MAILING MACHINES and EQUIPMENT



MULTIGRAPHES

All Models. Complete outfit. Segments. Printing ink attachments.



### MAIL BAG RACKS

In several sizes. Holds bag securely. Easily turnable. Flipper hooks permit easy removal of fully weighted bags.

FOLDERS

Multigraphs and Baum. 1, 2, or 3 folds depending upon model.



"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."

### Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

**D-R SPECIAL LIST BUREAU**  
(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

**170,000**  
Commercial Trucks

**50,000**  
Farm Trucks

**OHIO'S**  
Complete  
Truck Registration  
Available

By COUNTY  
By MAKE  
By SIZE

From 1947 Records



**Ohio Motor List Co.**  
ZANESVILLE, OHIO

see how silly it would sound to even direct mail people:

Sales Manager  
The Housewife's Friend Magazine.

Dear Sir:

I don't know that I ever met you or talked with you over the phone, but we have been advertising in your publication for years and think of you frequently.

I am enclosing 16 tear sheets of your advertising that came to us in various advertising journals during the last month. Will you please discontinue advertising in the journals to which we subscribe and save your money, which is your concern; our time in leafing through a lot of advertising to find the editorial matter; which is our concern; and a considerable part of the world's supply of paper pulp which is the concern of both you and us and everyone else.

We believe that this media advertising is one of the greatest contributing factors to the growing inflation and one publication I have written to agrees with me and has cancelled its space in all advertising journals.

In your case, we are using full page space in your publication and we do not understand how we could forget you under such conditions and we would like to have you keep your costs down so that you could lower your rates.

In other words, as you probably suspect, our opinion of media advertising is that it does no good and is a nuisance and irritation as well as an expense to every one.

Yours very truly,  
Nossoan Washing Machine Co.  
Ima Bigshots Brother  
Pres., Vice-Pres. and  
Chairman of the Board.

I am sure that a few letters like this would cause more "fuming" in the Magazine of Advertising Marketing and Public Relations than was caused in the Magazine of Direct Mail Advertising by the asinine letter written by Tom Girdler's brother.

However, that may be only this man's opinion and I hope that what it would take to prove it right will never happen.

Yours,  
GEORGE KINTER



**Is THE REPORTER  
On Your Press Release and  
Promotion List?**

## 20 NAMES OR 20,000,000?

List requirements may vary from a few score names of highest selectivity to many millions of general interest. Yet a single source can supply them all...for DUNHILL boasts one of the largest libraries of mailing lists in existence...maintains a fully organized research staff to compile special lists in quick order and at gratifyingly low cost.

- Foreign Lists
- National Lists
- Neighborhood Lists
- Industrial Lists
- Banking & Finance
- Professional Lists
- Housewives
- Known Donors
- Merchants
- Teachers & Students
- Religious Lists
- Associations & Clubs
- Ex-Service Men
- Anything

REMEMBER—you haven't BEGUN to open up your list possibilities until you've talked to DUNHILL!

**DUNHILL LIST CO., INC.**  
565 FIFTH AVENUE  
NEW YORK 17, N.Y.

Check here

**ANOTHER PULLING  
Outside List of  
MAIL BUYERS available  
ONLY from MOSELY!**

**M-4058**

**40,000 WOMEN MEMBERS of  
MAIL CLUB of KNITTING YARN  
BUYERS**

—obtained recently national Women's Magazine  
—excellent RESULT Record  
—addressed on Envelopes or Labels to be returned to you  
—reasonable rate, \$13.50 per thousand  
—prompt DEPENDABLE addressing by List Owner  
—ANOTHER MOSELY EXCLUSIVE outside LIST of Mail Buyers for one-time use to bring you

**MORE NEW MAIL ORDER CUSTOMERS  
in Volume.**

Send for descriptive card to Dept. R-10-c

**MOSELY SELECTIVE LIST SERVICE**

**Mail Order LIST Headquarters**

38 NEWBURY STREET  
BOSTON 16

**MOSELY produces  
NEW MAIL ORDER CUSTOMERS  
in Large Volume**

## A GOOD LETTER IS ALWAYS GOOD

Here's copy of a form letter recently mailed by James Gray, Inc., 216 East 45th Street, New York 17, N. Y.

"R O T T E N !"

That seems to be about the only word in the vocabulary of a lot of business men these days. I've heard it oftener the last two weeks than ever before in all my life.

It came into fashion like the strains of a popular musical comedy melody—it's become a habit like the cigarettes you walk a mile to get.

"How's business?" sez I, to some bright business man of our thriving community.

"Rotten!" sez he.

"How's things?" sez I, trying to put myself on a friendly footing with the garage bandit.

"Rotten!" sez he.

And the first thing you know they've got me doin' it too. Somebody asks me "How's business?" and before I realize what I'm doing, I reply,—

"Rotten!"

It's a mighty bad habit to get into. And it's all wrong. Business is *NOT* "Rotten".

The fellow who says "Rotten", is like the man who sits with a shot gun in his lap, daring Opportunity to knock. Gimme the guy that's up and dressed holding his hat and ready to go!

(signed) W. McF. Beresford

The joker is in the P. S.

P. S. Here it is again—a letter that was written in 1930 and used many times since. It seems as fitting today as ever before!

P. P. S. Lots of people have asked, and been given permission, to use this letter. If you want to use it—go right ahead.

All of which reminds us again that a good letter is almost always good again. One national outfit mailing hundreds of thousands of letters a year, has used the same letter for more than twenty years—testing it against new copy.

Some of us are too anxious to change our selling appeals. We think "our public" gets tired of our copy. The letter you used ten years ago may be a better letter than you are writing today. That's why you should constantly dig through your old files to recapture earlier enthusiasm.

THE REPORTER

## MAIL ORDER FORMULA

35 yrs. A.E. + 4 I.a.b.c.d. + C.S. = S.P.M.

A.E. Accumulated Experiences

I.a.b. Intelligence, Initiative

Ic. Imagination

Id. Ingenuity

C.S. Conscientious Service

S.P.M. Successful Profitable Mailings

*Send for Recommendations — Register Lists With Us*

WALTER DREY, List Broker

INTERNATIONAL LIST BUREAU

45 Astor Place, New York 3, N. Y.

Tel. Gramercy 7-3269

Member National Council of List Brokers

Formerly: Advertising and Promotion Manager, Magazine of Wall Street; Vice-Pres. and Genl. Manager, B. C. Forbes Publ. Co., Inc. Advertising Director, Scientific American; Home Sales Manager, Remington-hand (Monarch Typewriter Div.). Prior to 1916. Advtg. Mgr. Drey & Kahn (Glass), Director Perry Dame & Co. (Nat'l. Mail Order), Adv. Mgr. Smith & Kaufmann (Textiles), Pres. A. M. Sweyd Co. (Agency).

## D.M.A.A. CONVENTION OPENS PROMISING NEW PERIOD FOR SELLING MORE DIRECT MAIL TO CONSUMER!

Widespread interest in the Mail Order Direct Mail Departmental at Cleveland indicates a large increase in

## GETTING NEW MAIL ORDER CUSTOMERS IN LARGE VOLUME DIRECT MAIL TO OUTSIDE MAIL BUYERS

It's the modern, streamlined way to boost sales of books, magazines, health insurance, business services and specialties . . . quickly . . . TRACEABLY. Careful tests at low cost may lead to Mass Mailings to produce Customers in volume with the orders paying your entire mailing cost.

Write in confidence TODAY to Dept. R-10-B  
**MOSELEY SELECTIVE LIST SERVICE**

Mail Order  Headquarters

38 NEWBURY STREET  
BOSTON 16

MOSELEY produces NEW MAIL ORDER CUSTOMERS IN LARGE VOLUME!

## WINNING PRINTING

*"Best of Industry"*

**D.M.A.A. AWARD**

for our production of  
**SERVEL, INC.**

Air Conditioning Direct Mail Folders

We are a small organization giving an accent of skill and distinction to printed advertising. Inquiries solicited where detailed supervision is important to effective appearance.



**HERBERT W. SIMPSON INC.**

*Advertising Printers*

109 SYCAMORE STREET  
EVANSVILLE 8-INDIANA

75,000 names on stencils of folks who have bought by mail



SURE . . . we'll rent the names,  
ask your broker.

## DAIRYLAND CHEESE

You would enjoy PACK 14, five favorite flavors: American, Edam, Lunch, Gouda and Smoked. All natural, aged cheese. About 3½ pounds in a red and silver gift box.

Postpaid east of Denver \$3.70  
West of Denver add 15c.

*Order one or 1000, we'll mail them  
for you and enclose a gift card.*

**DAIRYLAND PRODUCTS COMPANY**  
1019 Williamson St., Madison 3, Wis.

## As Required by Law

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail Advertising.

Published monthly at New York, N. Y., for October, 1947.

State of New York, County of New York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Burfeind, who, having been duly sworn according to law, deposes and says that she is the treasurer of the magazine, *The Reporter* of Direct Mail Advertising and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher, editor, managing editor is Henry Hoke, 17 East 42nd Street, New York 17, N. Y. That the name and address of the business manager is M. L. Burfeind, 17 East 42nd Street, New York 17, N. Y.

2. That the owner is: *The Reporter* of Direct Mail Advertising, Inc., 17 East 42nd St., New York 17, N. Y. The names and addresses of stockholders owning or holding one per cent or more of total amount of stock are: Henry Hoke, president, 540-77th Ave., St. Petersburg 7, Florida; M. L. Burfeind, treasurer, 117 Hopkinson Ave., Brooklyn 33, N. Y.; Henry R. Hoke, Jr., secretary, 3728-86th St., Jackson Heights, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: Henry Hoke, president, 540-77th Ave., St. Petersburg 7, Florida; M. L. Burfeind, treasurer, 117 Hopkinson Ave., Brooklyn 33, N. Y.; Henry R. Hoke, Jr., secretary, 3728-86th St., Jackson Heights, N. Y.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

M. L. BURFEIND.

Sworn to and subscribed before me this 2nd day of October, 1947.

Lawrence F. Dunn, Notary Public. Commission expires March 30, 1949.

LETTER GADGETS keep those letters out of the waste basket and pay for themselves many times. These are attention-getters which triple the pulling power of letters or circulars when properly used. Send for circular and price list illustrating many of them. A. Mitchell-R.735, 111 W. Jackson Blvd., Chgo 4

want replies?

## HARPER'S MAGAZINE

gets them by  
using



Write to the

REPLY-O PRODUCTS CO.  
150 WEST 22nd St., NEW YORK 11

## MAILING LIST

40,000 Highest Income Farmers

... doing constant repeat business with us—the oldest breeders' and farm supply concern. List cleaned four times a year. We do your addressing—\$16.50 per M. Prompt service. Write Box 101, *The Reporter*, 17 E. 42nd St., New York 17.

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.



EYE-CATCHERS, Inc.  
10 East 38th St. New York 16

## NEW and USED EQUIPMENT

• ADDRESSOGRAPH

• MULTIGRAPH

• MILOGRAPH

CALL— BORKAN'S INC.—WRITE  
321 B'way, N. Y. 7      130 Livingston St., Bkly 2  
Worth 2-2310      Main 5-2610

## "Stranger Than Man"

New, attention-grabbing, exclusive production . . . described by veteran advertising executive as "THE MOST UNIQUE AND CLEVEREST FORM OF DIRECT MAIL IN AMERICA TODAY" . . . now available to advertisers, agencies, printers and letter shops. (Profitable local franchises possible in certain cities.)

Do not write if you're satisfied with the stereotyped, the dull, the common.

But if you want something original, vivid, and a proved advertising success at insignificant cost, then drop a quick inquiry to

## CARL KULBERG

319 SAN LUIS REY RD., ARCADIA, CALIF.

## CLASSIFIED ADS

### ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

### BUSINESS OPPORTUNITIES

MAIL ORDER. Will invest up to \$10,000 or buy outright a mail order or office type of business. "R", P. O. Box 804, Newark 1, N. J.

### FOR SALE

10 L. C. SMITH STENCIL CUTTING MACHINES. Brand new 1947 machines. Series 203000. Perfect condition. Freeport 9-2431.

### HELP WANTED

ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### MULTIGRAPHING SUPPLIES

"Plastic-Coated" PROCEL stencils make quality letters so Stygian Black they seem printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type-clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., for free information.

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### OFFSET PRINTING

HOW TO CUT OFFSET PRINTING COSTS on small and large runs, form letters, illustrated circulars, letterheads, pricelists, envelopes, photo-engravings is shown in new standardized printing price list. Write for your copy and samples today. FIDELITY CO., Parkersburg 28, W. Va.

### SITUATION WANTED

EXPERIENCED DIRECT MAIL EXECUTIVE available. Consider staff position offering real opportunity. Experience includes public relations and sales. College, Bus., Ad., age 33. Rm. 600, 343 S. Dearborn, Chicago 4, Ill.

## SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising  
24 West 48th Street • New York 19, N. Y.  
MEDallion 3-0813

# DIRECT MAIL DIRECTORY

LISTINGS ONE DOLLAR A LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING & MAILING EQUIPMENT

Brokan's Inc. .... 321 Broadway, New York 7, N. Y.  
Mallers Service & Equipment Co. .... 40 W. 15th St., New York 11, N. Y.

## ADVERTISING SPECIALTIES

Reply-O Products Company .... 150 West 22nd St., New York 11, N. Y.  
The Sawdon Company .... 480 Lexington Ave., New York 17, N. Y.

## AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co. .... 610 N. Carpenter St., Chicago 22, Ill.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc. .... 325 East 44th St., New York 17, N. Y.  
Artwill Company .... 22 West 48th St., New York 19, N. Y.  
Will Burgess and Company .... 386 Fourth Ave., New York 16, N. Y.  
Hickey-Murphy-St. George, Inc. .... 2 West 56th St., New York 19, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc. .... 460 West 34th St., New York 1, N. Y.

## ENVELOPES

Atlanta Envelope Company .... Post Office Box 1267, Atlanta 1, Ga.  
Tension Envelope Corporation .... 345 Hudson St., New York 14, N. Y.  
United States Envelope Company .... Springfield 2, Massachusetts  
The Wolf Envelope Company .... 1749-81 E. 22nd St., Cleveland 1, Ohio

## INKS

Interchemical Corporation .... 350 Fifth Ave., New York 1, N. Y.

## LETTER GADGETS

A. Mitchell .... 111 West Jackson Blvd., Chicago 4, Ill.

## MAGAZINE COVERS

Publishers Digest .... 510 North Dearborn St., Chicago 10, Ill.

## MAIL ADVERTISING SERVICES

Advertisers Mailing Service .... 915 Broadway, New York 10, N. Y.  
The Connally Organization .... 304 North Broad St., Philadelphia 2, Pa.  
Graphic Letter Service .... 62 West 47th St., New York 19, N. Y.

## ANNOUNCING A PRICE INCREASE . . .

### With a Humorous Twist

John Plank of the Howard Swink Advertising Agency, Marion, Ohio, sent us the following as a good example of a humanized announcement.

### TO THE TRADE

Gentlemen:

Have you ever been in the position when everything seemed to be going wrong, but you had that implicit faith that you had been LIVING RIGHT and nothing could happen to you. Be that as it may, "The Best Laid Schemes O'

Mice And Men, Gang Aft A-Gley", and we find ourselves in as bad shape as anybody as far as the old inflation epidemic is concerned.

You are as cognizant of the fact as we are that ever since last APRIL'S COAL DRAMA, in spite of the ups we had last year, history has repeated itself. Consequently, everything we touch or buy has advanced. Materials are much inflated and FUEL! MY GOODNESS, it has gone SKY HIGH. In spite of our WAILINGS, GNASHING OF TEETH, ETC., our Gas Company said, "TAKE IT OR LEAVE IT." Labor too, didn't do too bad in giving the payroll a whirl, but GOD BLESS THEM, beefsteak is higher than Gilroy's kite and they need it if anybody does. So adding all this up, our best intentions have gone glim-

mering and while we are not going to gouge anybody, we have to raise the ante slightly to stabilize conditions and keep ourselves in the blue.

In consequence of this fact, on and after September 1st, all orders on file, no matter when they were taken, and all subsequent orders will bear the discount of 50 & 5%.

In conclusion, may we hope that this vicious circle that has been breeding inflation these several years will become the shortest distance between two points and enable us all to keep on the straight and narrow and sensible path.

Yours very truly,  
A. H. Heisey & Co.  
T. Clarence Heisey  
President

**PIONEER-MOSS**  
PHOTO-ENGRAVERS SINCE 1872  
460 W. 34TH ST., N.Y.C. MEDALLION 3-0440



• JOE MYERS of the Myers Letter Service, 212 Pacific Building, Miami, Florida, wonders why so many people, when paying bills, simply enclose the check "nude" in the envelope without wrapping it up with a good will letter. Every month when paying his bills, he sends each of his debtors a cheerful, humorous message telling them what's happened to him during the month that has enabled him to pay the account. His letter sent with checks shortly after the hurricane was a masterpiece.



• THAT'S A GOOD good will and time saving stunt being worked by the New York Telephone Company . . . and perhaps in other places. The gratified owners of a new telephone number are supplied with a quantity of penny postcards, attractively printed in two colors. Copy reads: "Our new telephone has been connected and our number is (space left blank for fill-in). You may wish to jot it down in your telephone numbers booklet so that it will be handy when you want to call us." Then two lines for name and address. Saves wear and tear on information service . . . and new customers get a kick writing to their friends.



SCHNEIDEREITH & SONS, 206 South Sharp Street, Baltimore 1, Maryland, are mailing miniature explanatory memos attached to a recent example of good work. (Always a good idea.) Latest piece shows how the *Oriole Cafeterias, Inc.*, in Baltimore employ a 5"x7", 20-page booklet entitled "Historic Baltimore" to do a goodwill job by describing historical points of interest tied-in with recipes for dishes which have made Baltimore cooking famous.



• THE REPORTER is watching with more than usual interest an unusual test being conducted by Fuller & Smith & Ross, Inc., for its client, *Charis Corporation*, Allentown, Pennsylvania (manufacturers of foundation garments). National advertising is now being run in women's magazines. At the same time, local advertising campaigns are being tested in 16 cities. In 6 of the cities, newspaper ads will be used exclusively. In 6 other cities radio spots will be used exclusively, and in the remaining 4, Direct Mail will be used. Each of these tests will use various frequencies of insertion of advertising. Basic copy themes are likewise being tested. The tests have been preceded by house to house market surveys in all cities and will be followed by surveys of the same nature to measure effect of various campaigns. Special recording clerks have been set up in all of the cities to record immediate response to each of the campaigns. The test began September 22 and will continue for 9 weeks thereafter.

THE REPORTER has been in touch with the account executive and has been promised a story when test results are tabulated. The test should have gone several steps further. Certain cities should have received a coordination of two media, while other cities should have had all three (newspapers, radio and Direct Mail). The results would have then been more conclusive. But the test is certainly interesting and unusual.



• AFTER THE HARD YEARS of trying to avoid accepting advertising orders . . . it's good to see the national publications scrambling to outdo each other in the creation and production of Direct Mail appeals. In addition to others mentioned in this issue, Nick Samstag of *Time* is putting on the heat with beautiful brochures. Recent 13½" x 10", 16-page piece tells interesting historical story of change in men's fashions by a chronological picturing of the ads between 1900 and 1947. Wonder if the men of 1947 will look as funny to the men of 1994 as those of 1900 look to us?



• BILL BUTTERFIELD has published another book about letters. It's getting to be a habit. But he promises "this will be my last one for a long time to come." This makes the twelfth, fifteenth, or something.

Present title, *How To Write Good Credit Letters*, published by National Retail Credit Association, St. Louis, Missouri. 116 pages, cloth hard bound cover, \$2.25. Well worth space in any credit man's library.



• SPEAKING OF GOOD COORDINATION: The S. R. Frazee Company, San Diego, California operate wholesale-retail stores handling Sherwin-Williams Paint Products. Supplementing S-W national advertising, the Frazee Company has run their own copy in local papers playing up not only S-W products, but local painters.

To round out campaign, 400 local painting contractors received a good form letter explaining S-W national advertising, Frazee advertising and how both developed business for local painters. Asked their cooperation, etc. A perfect example of good coordination . . . and how Direct Mail can add the final punch to make space advertising more effective.



• HATS OFF to Glenn Gundell, Advertising and Promotion Manager of *The Saturday Evening Post* for a dramatic and effective piece of "bookvertising."

A small carton contained a Bantam Book (same format and make up as standard 25c seller). A miniature four color *Post* cover used as book cover. Book contains thirteen "Great Stories from S.E.P."

A form letter from Glenn Gundell points out that the average issue of S.E.P. (for 10c) contains 50% more reading matter than the 25c Bantam Book, not to mention cartoons, special features, plus the "read with avid interest" advertising pages. Smart promotion!



• SPEAKING ABOUT COORDINATED printed sales promotion . . . you should get for your idea (and inspirational) nle, the "Flite Kit" now being used by United Air Lines. Passengers on the *Hawaiian Maintiner* are supplied with a beautifully lithographed 8 x 10" folder in full colors. It opens into three sections with pockets. In the pockets are post cards, letterheads and envelopes (for writing friends) baggage tags and stickers, information folders, night logs, menus, passenger listing sheets, etc. Same dramatic color and art theme used in all pieces . . . even down to the usually cold and lifeless baggage ticket. A most unusual job of coordination. You might try to get a sample through friends at United . . . or D. L. Bell, Sales Director of The E. F. Schmidt Company, 3420 West Capitol Drive, Milwaukee 9, Wisconsin (producers of the job) might find you a sample.

We'd like to see other good examples of printed promotion coordination. That is . . . a family design in art, color and copy used in letterheads, envelopes, shipping labels, statements, folders, booklets, etc.



• THE PRINTING press is going into the radio business. You've probably seen the newspaper stories about discovery by National Bureau of Standards in Washington that radio sets can be built with "printed circuits" instead of wiring . . . using metallic inks. Already manufacturers are planning vest pocket, wrist watch and other compact types of sets.



• THE ANNUAL REPORT of United Wallpaper, Inc., Merchandise Mart, Chicago 54, Illinois, for year ending June 30, 1947 is an eye-stopper. You guessed it! The cover is made from a spectacular wallpaper sample, overprinted with title block. Reminds us of that famous *Cosmopolitan Magazine* campaign of 1934 . . . where all pieces in campaign were bound in wallpaper jackets.

Wonder why more booklet and folder designers don't use the idea? Possibilities are unlimited.



• CLEVER COPY. Here's how a Louisville station announces a new style commercial:

"It's seven o'clock, and this is station WKYW signing off until six o'clock tomorrow morning. The next 11 hours of silence are sponsored by the Logan Co., makers of the famous Sleep Haven mattress . . . for sale by better dealers . . . and guaranteed by the Good Housekeeping Institute. Good night . . . and good rest."



**FL**  
"Li  
Contain  
help yo  
tailadve



**FREE UPON REQUEST**  
"Life In An Idea Factory"

Contains a useful direct mail check list to  
help you select the jobs you want your  
mailadvertising to accomplish.

## GET THIS SERVICE STORY FOR FACTS ABOUT DIRECT ADVERTISING

**IF:**

You need new direct mail tools, new sales techniques  
to buck heightened competition.

**IF:**

Your tried and true mailadvertising is now outmoded  
by the swing to buyer's markets.

**IF:**

You're about to launch a new product or service.

**IF:**

You need direct mail service that assumes full responsibility  
and crystalizes your basic thoughts into resultful  
ideas.



**HICKEY · MURPHY · ST. GEORGE, INC.**

Creative Direct Mail Advertising

2 WEST FIFTY-SIXTH STREET · NEW YORK 19 N.Y. · CIRCLE 6-8737



## APPLYING EVERY YARDSTICK

The use of all available yardsticks to anticipate paper requirements has long been a practice of ours. For it takes long-range planning to meet the present and future needs of those who use paper and those who sell it.

Planning is especially important in an industry where so many steps must be taken between the time trees are felled and the finished paper reaches the customer's hands. Woods-men must work far in advance, millmen must have time to schedule paper machines: sales-men and distributors must concern themselves with everything that helps toward smoother delivery of the required paper products.

A big job, this—and because it's bigger than ever before, far-reaching planning which gauges the customer's requirements is more important than ever before. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



